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PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Geo. P. Rowell & Co., Publishers, 10 Spruce St., New York.

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A JOURNAL FOR ADVERTISERS.

Geo. P. Rowell & Co., Publishers, 10 Spruce St., New York.

VOL. XXII.

NEW YORK, JANUARY 19, 1898.

No. 3.

"The Daily Paper"

"There is no kind of an advertisement that is not well placed when it appears in a well chosen daily."—GEO. P. ROWELL.

CHOOSE THE

Philadelphia Record

AND YOU HAVE CHOSEN WELL.

There are plenty of advertisers who'll tell you so.

Average circulation in Dec., '97:

Daily Edition, 173,498

Sunday " 140,335

For rates address

THE RECORD
PUBLISHING CO.

PHILADELPHIA.

Two Ideas and

THE FACT

that over a million and a quarter homes have declared their preference for a comparatively new publication, very naturally suggests that this phenomenal popularity rests upon some successful secret.

THE SECRET

is this : *Comfort* is unlike any other paper. Its original exclusive copyrighted matter appeals to the heads and hearts of THE PEOPLE and carries pleasure and profit to six million readers.

THE RESULT

is: "If you put it in *Comfort* it pays."

Space can be secured at all of the leading agencies.

W. H. GANNETT, Publisher, AUGUSTA, ME.

INCORPORATED.

BOSTON,
John Hancock Building.
FRED H. OWEN.

NEW YORK,
33 Tribune Building.
LEWIS A. LEONARD.

CHICAGO,
Marquette Building.
FRANK H. THOMAS.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXII.

NEW YORK, JANUARY 19, 1898.

No. 3.

PICTURES FROM LIFE.

The consensus of opinion among advertising men is to the effect that the illustrated advertisements of the Ripans Tabules are the most interesting and original of any series now running in the daily press. Merchants, brokers, bankers, professional men, admit that they see these pictorial short stories in the daily papers, and read them just to note how the thing comes out. Since the picture style of advertising was adopted the business of the Ripans Chemical Co. has increased very largely. Many persons suppose these short notices of events in every-day life are the outgrowth of the fertile imagination of an advertisement writer, but nothing could be farther from the fact. The pictures illustrate actual cases. The originals of each separate experience are people actually living at the present time, and whose addresses are known. A system is pursued for obtaining, sorting and sifting the multitude of testimonials that are daily written concerning the excellence and effectiveness of the remedy. The advertising of the company at the present time is confined to exploiting a low-priced packet which is asserted to be intended for the poor and economical, the purchaser receiving a carton containing ten Tabules for the—for a medicine—unprecedentedly low price of five cents. Twelve of these little packets, bunched into a larger one, are sold for 40 cents or sent by mail, postage paid, for 48 cents. It is a surprising fact that the sales of the packets containing a dozen are greater in number than those of a single five-cent carton. In every one of the packets containing a dozen cartons is a little book in which is told the story of the origin of the Tabules, together with comments made by a large number of physicians to whom the formula had been exhibited, and on the last page there is a picture of a pretty little mantel clock,

intended to be used for advertising purposes, and below the picture is the following announcement:

The advertisements of the Ripans Tabules are made up mainly from real cases reported by purchasers. No two persons have exactly the same experiences to relate, and patients who are benefited can confer a favor by writing out the peculiarities of their experiences in as much detail as possible, and sending the same to the Ripans Chemical Company, No. 30 Spruce street, New York. Each testimonial or statement should be signed so as to make verification possible, but the name of the patient need not be used in an advertisement if there is any objection to such use. To encourage the sending of testimonials, it has been a practice of the company to present a pretty mantel clock (sent free, carriage paid) to such persons as report a case with sufficient detail (giving age, name, occupation and other particulars), provided the communication bears evident marks of good faith and gives names and dates so as to be susceptible of verification.

The company receives numerous testimonials, many of which fail to be expressed with sufficient detail, or to give as many particulars as are necessary to make the communication something more than a copy of some other person's experiences. Some testimonials are, without doubt, "made out of whole cloth," as the expression is, and sometimes one comes from a person who has taken the Ripans Tabules no more than once or twice and has not been benefited yet, although expecting to be. Sometimes, too, a testimonial is sent that has been prepared more in joke than in earnest. Such are, of course, worse than useless. It probably comes about now and then that some person who may have written in entire good faith fails to receive the clock, having failed to write with sufficient particularity; and for the instruction of such certain memoranda and instructions have been prepared. The person who has been benefited and has shown a willingness to give testimony is told that he or she should tell name, age, sex and occupation, place of residence, and for what ailment the Tabules were taken. As many particulars as possible descriptive of

the trouble, should be set forth, and particularly of how long standing. The feelings experienced should be described rather than the mere naming of the disease, although there is no objection to telling that also. Sometimes symptoms, when told with great particularity, indicate a disease quite different from that the patient is supposed to be afflicted with. The patient is reminded that the testimonial should not fail to tell how the *Tabules* were first brought to his or her attention, and if they were found too marked in their action at first, the testimonial should tell in what way; and if at first they appeared to fail of producing a beneficial result, that, too, should be told, and how soon a change was noted. When there is any objection to the use, for advertising purposes, of the name mentioned in the testimonial, that objection should be plainly stated. The testimonial need not necessarily be from the person sending it. Sometimes a drug clerk, a doctor or a friend of the patient tells the story, possibly without the knowledge of the patient, but the name and address are always required, so that a verification of facts may be possible if desirable. A testimonial to be valuable must be genuine. Make-believes are not only useless but harmful. Truth is the substantial basis of every valuable testimonial. It is impressed upon patients that it is not necessary that the communication should be handsomely written or expressed in faultless grammar. Errors in spelling or the omission of punctuation points do no harm. All that is required is that what is said be so written that it can be read, and the story told with sufficient attention to detail and with absolute fidelity to truth. The more detail the better; the more earnestness in its truthful expression the better. Sometimes a testimonial that at first received appeared to be destitute of value becomes specially effective when the patient has added one or two particulars not at first thought of.

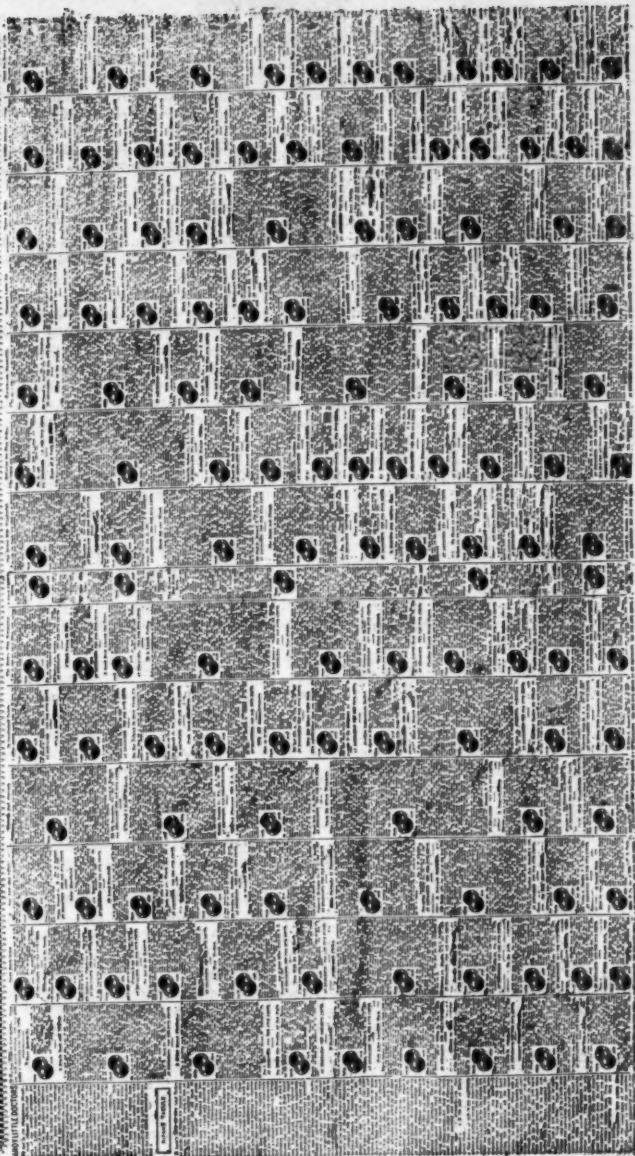
Testimonials are generally received in connection with an order for *Tabules*. When the order has been filled, the testimonial is handed over to a person who has become experienced in dealing with them, and it is gone over with pen or pencil with a view of correcting the grammar in some cases if need be, paying attention to the proper use of capital letters, eliminating repetitions or superfluous sentences, care

always being taken not to deprive the testimonial of expressions that indicate earnestness or individuality. The post-office address and the date are always retained and so also the name, unless the writer has expressed a wish that it be not given to the public. When the testimonial has been revised as here indicated, it is handed over to a typewriter, who makes a clean copy, which afterwards passes under the eye of the advertising managers of the *Ripans Chemical Company*, who again make any slight changes that seem to be needed to give expression to what was actually in the mind of the writer, and at this time the phrase or word is selected that will be used as a heading for the testimonial when it appears in the newspapers. The original is then filed away for future reference should occasion arise. After all this has been done the revised testimonial is handed to the printer, who sets it in type. At the present time it is the custom to allow the testimonials to accumulate in the printing office until there are a sufficient number of new ones on hand to make thirty-two solid pages of a pamphlet of about the usual size. When this number has accumulated, which at the present time requires about four weeks, it is the practice of the company to cause the accumulation to be published as a two-page advertisement in some daily newspaper of large circulation. The *Record*, of Philadelphia, and the *New York Sunday Journal* are the two papers most frequently made use of for this purpose, on account of their extraordinary value as advertising mediums. After the testimonials have appeared in a daily paper, the pages containing them are passed over to an experienced person, competent to consider their comparative value, who reads each one carefully, deciding which is commonplace, which good and which of superior excellence. He then suggests by pencil memoranda what would be an appropriate drawing to illustrate the selected cases, considering always the age, sex, occupation and other circumstances appertaining to the patient.

The testimonials selected for illustration are generally about one in six of those received. When the subject

NOTE. On the following page is a reduced fac-simile of a two-page advertisement in the *New York Sunday Journal* made up of about twelve dozen separate testimonials to the excellence of *Ripans Tabules* as a medicine.

They Will Bring You Back to Health—They Will Keep You in Good Form.



of the illustration has been decided upon, the testimonials, together with the specifications for the drawing, are handed over to an expert advertisement writer, who has authority to eliminate the name of the patient and the date of writing, and to make other slight changes that will improve or smooth the story without materially interfering with the facts. The advertisement writer may also venture to change some of the suggestions for illustration if he deems them faulty. For preparing testimonials in this way, the advertisement writer finds a charge of one dollar each a fairly sufficient remuneration and the prepared advertisements submitted by him are again looked over by an officer of the company, and if approved are sent to an artist, who thereupon prepares a drawing for the illustration of each particular case and submits it for approval. When the drawing has been accepted it is sent to a photo-engraver, who makes an electrotyped reproduction of the size desired, and this in turn is handed over to the printer, who thereupon sets in type the letterpress portion prepared from the original testimonial, and submits a proof showing picture and testimonial combined. When this has been approved an electrotype of the whole is prepared, and this may be duplicated to as great an extent as required. A considerable number of artists are applied to, it being found that one deals with a certain class of subjects better than another. A lady has been found particularly effective in the treatment of railway scenes; another lady is fortunate where something like sentiment is needed to be portrayed. One man deals with scenes among the fashionable and wealthy, and another has shown ability in handling farm scenes and life among working people.

It has been found that from the moment of the reception of the testimonial to the time that the revised and approved advertisement is available in the form of an electrotype for insertion in a newspaper, the cost for preparing each separate advertisement has been about \$20. Some cost more and some less, but taking one with another the sum named is a fair average, consequently a hundred such advertisements cost the very respectable sum of \$2,000. When it is remembered, however, that the single insertion of a 6-inch double column advertisement in a paper like

the *Philadelphia Record* or the *New York Sunday Journal* costs more than twice that sum, it will be apparent that money expended in preparing good advertisements is well expended, because space occupied by a good advertisement costs not a penny more than the space occupied by a poor one, which will produce much smaller results.

When the plan now in use was adopted by the Ripans Chemical Co. it was the ambition to secure a sufficient number of electrotyped testimonials to permit using a new one every day for all the three hundred and sixty-five in a year. That result has been long accomplished, but the company still finds it advisable to pursue the preparation of new and effective advertisements because an important advantage is found in having a large collection of illustrative subjects to draw upon for papers of many varying shades of character. An advertisement suitable for one publication oftentimes appears quite unsuited to another. For instance, in a paper devoted to field sports, like *Forest and Stream*, advertisements that appeal to sportsmen are appropriate. In a fashion paper advertisements exhibiting fashionably-dressed women seem particularly suitable. In a paper read by yachtsmen, such as have a bearing upon sea life are what would be desired. A series of advertisements intended for the *Christian Advocate* would be rather different from another intended for papers like the *Police Gazette*. In papers like the *Youth's Companion*, read by young people, advertisements would be appropriate that would be less so in papers like the *New York Observer*, read by older people.

The electrotypes are prepared to fit a moveable base and are pieces of metal perhaps a sixteenth of an inch in thickness, but being of considerable size and consisting of type metal they weigh about a pound and a half each, and as a consequence an assortment of three hundred and sixty-five, intended for a paper like the *Portland Oregonian* or the *Los Angeles Times*, not only involves a considerable cost for the electrotypes, but a considerable freight bill as well. To obviate this expense as far as may be, it is found possible to supply the papers with molds or matrices composed of wet tissue paper pressed down and dried upon the original pattern electrotype. These are less expensive, less bulky and lighter, but

not quite so satisfactory to publishers, and are only available in offices where a stereotyping outfit is in use.

It has been explained that the cost of an electrotype is only about 15 cents, yet three hundred and sixty-five electrotypes at 15 cents each is quite an item, as the company recently found. After having entered into a contract for the insertion of their electrotypes in the list of thirty-one Select Ohio Dailies, they were somewhat aghast to find that the mere cost of the electrotypes, the boxing and the freight amounted to more than a thousand dollars. It has already been shown that the cost of preparing the three hundred and sixty-five separate advertisements had been more than \$7,000. All this goes to show to the amateur advertiser that the business of advertising is not conducted without expense.

DEPARTMENT STORES

The agitation against department stores, which centers in Chicago, has entered upon a new phase. The small "single-line" stores, leagued together to fight their great competitors through legislation, are utilizing their organization in a new way. They are preparing to make collective purchases, and believe that their numbers will enable them to buy cheaper than the department stores. But this is not all. They are making especial preparations to buy stock at bankrupt sales, etc., and establish bargain counters to beat anything the department stores ever contemplated or even advertised. This is certainly seizing the enemy's guns and powder to carry on the war. If the small dealers form themselves into a compact organization or trust there is no doubt that they can buy on a larger scale than the department stores, but that they can destroy the department stores by means of bargain counters will not be believed, except by those who think that the devil has at some time been destroyed by those who have fought him with fire. To a large part of the community the bargain counter is the very life of the department store. The convenience of doing all your shopping under a single roof is as nothing to the joy of occasionally buying something you don't want for half of its apparent cost. The bargain having once got the customers into the stores, it is easy enough to make money out of them on other things. There is no patent upon this idea, but the small

stores will have difficulty in successfully adopting it. The expense of advertising a large number of stores where the bargains are to be had is only the first of the difficulties. When the advertising is done, the fact that such bargains are to be had at a large number of stores, takes away from the bargain lover sense of the rarity of the opportunity presented, and even if he—or rather she—is stirred to hunt up the bargain, the fact that it is in a small store in her own neighborhood will keep her from buying a lot of other things to avoid paying car fares another time. No, we do not expect to see the department stores downed in this way. These stores have sold bargains until bankrupt stocks and lines of goods which factories are closing out do not begin to supply their counters. They have virtually created great bargain-making industries. Last winter before the tariff committee a German Jew from New York publicly demanded protection for the American industry of making Oriental rugs. When some one suggested that these goods were supposed to be made in the Orient, the manufacturer disclaimed the thought of protection against the Orientals. What they wanted, he said, was to shut out the "sheep goods from Shermans." Here there is an industry of international dimensions built up for the express purposes of the bargain counters, and the stores which have been the pioneers in this great field of modern industry are not likely to be driven out by later comers. In fact, though our sympathies are with the small stores in this struggle, we must confess that their great competitors are not likely to be dislodged.—*Current Literature.*

A NEW IDEA IN ADVERTISING.

The bureau of American republics, whose reports are published at the expense of our government, proposes to make a little money by including a directory of merchants, the subscribers to which are to be charged \$5 each. This has led to the suggestion that advertising supplements might be added to the reports of other departments, which would secure a liberal circulation, as these reports are distributed gratis; and if the advertising receipts were paid into the treasury they would make a liberal contribution for the expenses of the government. A government report with illustrated advertisements like those in the monthly magazines would be very popular, and after the recipients had thoroughly studied ads they might occasionally glance at the reports themselves and acquire some more or less useless information.—*New Bedford (Mass.) Standard.*

THE CONTRACTOR'S ad should make a strong bid for favor.

AEROPLANES.

WHAT THEY ARE, HOW THEY ARE
USED AND WHAT THEY COST.

Since aeroplanes have become known, we have put them into practical use. Our representatives fly them now in every town to which they come.—*Wm. A. Hockmeyer, Tarrant & Co., in Printers' Ink of Jan. 6.*



Aeroplanes, or, as they are better known, "box-kites," are kites constructed on a framework of strips of wood in the form of a parallelogram. At either end a band of muslin is run around the framework for the purpose of giving it ballast and steadiness.

These kites are used by quite a number of advertisers. The advertisements are displayed in this wise: Two or three aeroplanes, according to the strength of the wind, are sent up into the air singly. The first of these is sent up in the ordinary manner. The second and third are flown separately first, and then, when they have risen sufficiently into the air, attached to the first by being tied to the main line in such a way that they can not slip. Then, when the three kites have risen sufficiently into the air to sustain the weight, the advertisement, in the form of a banner, is attached to the main line. These contrivances are manufactured only by E. I. Horsman & Son, 512 Broadway, New York. They are made in sizes ranging from three feet up, even to as much as ten or twelve. The prices range from a dollar up, according to size, but when bought in large quantities the cost is greatly diminished. The picture herewith shows how they appear in use.

IN ENGLAND.

Nothing is sacred from the advertiser in these days. But, hitherto, he has not invaded our public schools. He proposes, however, to bridge over this gap in his record by offering to supply school books, interlarded with advertisements, free. We understand that the teachers of a number of schools have received an offer of this kind. Arithmetic books, atlases, and diagrams for the school walls will be provided, all of them, of course, being sprinkled over with advertisements. It is an excellent idea—for the advertiser; but we trust that the education department has the power to prohibit it peremptorily. The youngsters will make the acquaintance of a weary world paved and roofed and walled round with advertisements quite early enough without beginning in school.—*Westminster Gazette.*

FINANCIAL RECREATION.

"I thoroughly enjoy looking at the advertising pages after the holidays are over."

"Any special reason?"

"Yes; here and there I see something my wife didn't buy."—*Chicago Record.*

J. P. KENEA.

THE CLARINDA JOURNAL.

ED. C. LANE.

Actual average circulation each week for the year 1896 was 2,030.

Publishers of American Newspaper Directory:

CLARINDA, IOWA, JANUARY 4, 1898.

GENTLEMEN—Inclosed we send you the detailed statement of the circulation of THE JOURNAL for the year 1897, for the purpose of securing an accurate and exact rating in the next issue of THE AMERICAN NEWSPAPER DIRECTORY.

We notice that some publishers claim that you have not treated them fairly in quoting their circulation, but from our experience with you we are compelled to say that we believe, if any one has been to blame in such cases, it has been neglectful publishers of periodicals and not the publishers of THE AMERICAN NEWSPAPER DIRECTORY.

Of course it requires time and work to keep a correct record of a newspaper's circulation, and make out a detailed statement, but we believe it pays us to give the matter careful attention, and therefore we do it.

Thanking you for your justice to THE JOURNAL, and requesting you to acknowledge receipt of the within statement, postage for reply being sent herewith, we are,

Yours truly,

J. P. Kenea

BUSINESSES INADEQUATELY ADVERTISED.

NO. 2.—INDUSTRIAL INSURANCE.

You will notice how sedulously the solicitors of cheap life insurance companies will point out to you the duties of the heads of families with regard to providing for their wives and children in case of death. Failure to make such provision is to them nothing short of a heinous crime, and they will dilate upon the fearful results of neglecting insurance until they become positive bores. They are glib of figures, persistent in their pleas, enthusiastic about their particular company, but they very often fail to convince because of their importunity, their opposition to all

sion, and it is generally all the householder can do to get a word in edgewise. They never seem to consider whether their visit is opportune or the

A Nickel or Dime

every week is scarcely missed by the poorest person. Yet the latter will insure your life so that your family can give you decent burial and have something left to subsist on.

That's better than Potter's Field and a destitute family left behind. Think it over and insure in

THE EASTERN INDUSTRIAL INSURANCE CO.

AD NO. 2.

IF YOUR WIFE

DIED---or your child, wouldn't you have to borrow money for the funeral? It's shameful to have to do it! Unnecessary, too, when you can insure either or both of them for 5 or 10 cents a week in

THE EASTERN INDUSTRIAL INSURANCE CO.

AD NO. 1.

other companies but their own, and their evident inability to see when they cease to interest a listener and commence to weary him.

Granted that life insurance is a good and necessary thing, more so indeed for the poor than for the rich, it may be reasonably doubted whether personal solicitation alone is the best way to attract policy holders. Nevertheless, the industrial insurance companies, as a class, send out a large army of loquacious men whose special mission seems to be to talk people to death. These men make a house to house canvass in certain allotted districts, and the moment they obtain access to a dwelling they begin to talk as if they were wound up for the occa-

reverse. It does not matter whether the family is at meals or engaged in some occupation that requires concentrated attention. In they break unasked and undesired—like a bull in a china shop—and in many cases their very precipitancy loses them customers.

One reason for their losing a probable policy holder—apart from their brusquerie and inappropriate visit—is that the householder has been totally unprepared for the call, and has to submit to a lot of details and descriptions, to hear which he has neither the time nor inclination. This ignorance on the part of the husband or

A GLASS OF BEER

and a poor man's cigar each cost a nickel. Take one a week less than you usually consume and apply the nickel to insuring your life in the

EASTERN INDUSTRIAL INSURANCE CO.

AD NO. 3.

wife could be easily obviated if the particular company were to advertise its merits in the newspapers. Now, if it be the duty of every man to insure

himself and the members of his family, it is no less the duty of an enterprising and reliable insurance company to instil that fact into possible policy holders in the most straightforward, terse and dignified way, viz., by advertising. A man can please himself whether he reads an advertisement or not—if you make it attractive enough he *will* read it, when in the proper humor—but if you take chances on suddenly entering his house and “button holing” him in order to talk insurance, you run a great risk of being regarded as obtrusively offensive, even if you are not ordered off the premises.

If the merits and offers of a particular company, however, have been steadily and attractively advertised, the chances are that all householders are familiar with its claims, and in that case the way is partially

insurance should be made particularly to, and for, them, in a manner both interesting and convincing and sufficiently well displayed to attract the eye.

Scattered throughout this article are a few examples of how industrial insurance might be profitably advertised in a space of two or two and a half inches single column.

Ad No. 1 is not put forth as a “happy thought,” far from it, but it forcibly hints at a contingency that happens every day in big cities, and is therefore likely to set a man thinking about the desirability, if not necessity, of having his family insured.

JOHN C. GRAHAM.

“KING OF ADVERTISERS.”

Mr. and Mrs. Willis Sharpe Kilmer, of Riverside Drive, are entertaining Mrs. Kilmer's parents, Mr. and Mrs. A. Frank Richardson of New York. Mr. Richardson is known as the “King of Advertisers” among the newspaper fraternity. He is as well known in Chicago or London, in both of which cities he has branch offices, as at his home in New York, where his offices are the most palatial in the metropolis. As Mr. Richardson is one of the Democratic leaders in Greater New York, his friends are urging him to accept the nomination to Congress which he declined on a former occasion. His brother, Colonel Richardson is a member of the National Democratic Committee. Politics has its charms, but they are scarcely strong enough to allure the “King of Advertisers” from the work to which he has devoted many years and of whose results he is justly proud. His appearance indicates prosperity, and his ruddy countenance and bright eyes proclaim the man who knows how to get the most out of a successful and agreeable existence.—*Binghamton (N. Y.) Leader*, Dec. 27, 1897.

PROTECTION

for our manufactures is not as necessary as the protection of your family in case of your death—or of you in case any member of it should die.

It only costs 5 cents a week to insure a person in the

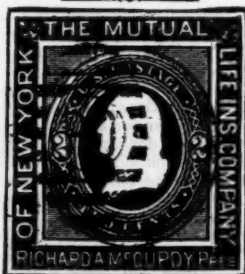
**EASTERN INDUSTRIAL
INSURANCE CO.**

AD NO. 4.

smoothed for the solicitor, and he is apt to be received on his visit more like an old acquaintance than as a total stranger. If all of us should insure, we should all know about insurance, and the best and quickest way to educate us and make us *want* further details is through the medium of the press. Would it pay a dry goods merchant, a clothier or a shoemaker to trust entirely to a house to house solicitation for custom? How much business would they get?

There can not be any mistake in newspaper advertising, because newspapers are largely read by the industrial classes, and, inasmuch as everybody should be insured, every reader would be a possible purchaser of insurance. But the ads should be written in such a way as to attract working people—the arguments in favor of life

insurance should be made particularly to, and for, them. They spend more money for advertising than any other nation, and they make more money out of it.—*Chicago Apparel Gazette*.



UNTIL 1882, when it was prohibited by law, advertisers were wont to put advertisements around the stamps on the stamped envelopes sold by the Government. The reproduction herewith shows how the space was utilized.

There were
151,038 subscriptions to
THE LADIES' HOME JOURNAL
received last month, December,
1897, an increase of 25,614
subscriptions over the same
month a year ago.

There were 307,102 copies
sold in December, 1897,
through the news trade, an
increase of 42,212 over the
same month a year ago.

725,415 was the total
circulation for December.

The Curtis Publishing Company
Philadelphia

ABOUT CIRCULARS.

By Marco Morrow.

Circulars are valuable, but the newspaper ad is of more value. And the reasons for the greater value are these:

I asked a newspaper publisher the other day why he uses PRINTERS' INK to advertise his paper. His answer was short and conclusive:

"Because it pays."

"But why does it pay?"

"Because it reaches the people I want to reach. Because the general advertisers of the country—men whose business I'm after—read PRINTERS' INK—how is it?"—"from the first P to the last period."

"Yes, I know," I said, "but couldn't you send those people a circular once a week at a less expense than the cost of a full page in PRINTERS' INK?"

"No, not at a less cost; moreover, as PRINTERS' INK has pointed out several times, you reach by circulars only old or present advertisers; you are not influencing prospective advertisers. But there is a much better reason than that for preferring PRINTERS' INK regularly to a steady series of circulars, and that is this:

"Through PRINTERS' INK you strike your man at the right time. When PRINTERS' INK comes in in his mail, Mr. Advertiser lays it aside until he has a leisure half hour. Then, when he takes it up he begins to think about advertising; he absorbs enthusiasm on every page, his mind is full of advertising schemes, and when he reaches your ad he is in a proper condition to listen to your little talk. The ground is prepared for the seed you sow; you find a fertile field at hand. But, on the other hand, your circular reaches him in the same mail with, say, a big order that excludes all thought of everything else; or at the same time as a big kick from a customer that puts him in a bad humor with all the world. If he looks at your circular he doesn't remember what it's about. There's a time for all things. I wouldn't try to talk business to a man at a funeral at which he was chief mourner. A circular is apt to do that very thing. But the Little Schoolmaster reaches the man at exactly the right time. It's a regular Johnny-on-the-spot.

"And there's another reason why PRINTERS' INK is preferable to circulars. When a man has placed his ads for the year, when his appropriation is exhausted, when it's his 'off-season,'

it's irritating to have a paper keep hammering away at him. He gets tired of it. It is like a too importunate salesman. I know of circulars and letters of solicitation that have done papers great harm. But no man can take offense at an ad in a newspaper because it is persistent. While the newspaper ad is none the less personal in its appeal, it doesn't seem to be persecuting him with persistency.

"An occasional circular is all right, as an adjunct to your regular ad, but it's a thing very easily overdone."

SORELY PUZZLED.

"Oh, dear!" sighed the girl who is trying to be literary. "I wish I were more profound."

"Yes?" asked the other girl.

"Here is a line in Browning, and I don't know whether it is a typographical error, or something deeply occult."—*Indianapolis Journal*.

A HOUSE ON
OUR HANDS.

We have houses on our hands which we would like to transfer to your hands. We have been doing lots of this transferring lately. This money controversy is awakening people to the fact that its only solid form is real estate, and it's great advertising for us. We have something which we think will just about suit you, and it will only take a few minutes to tell you about it.

**HAWKINS &
ROELOFSON**

112 West Third
Street,

MARYVILLE, MISSOURI

NEW ENGLAND.

The Region of densest population : greatest wealth :
best newspapers : largest issues : lowest
advertising rates.



Augusta, Me.....Journal
Bangor, Me.....Commercial
Commercial, weekly
Lewiston.....Journal
Portland.....Express
Argus
Press
Transcript
Manchester, N. H. Union
Burlington, Vt....Free Press
Boston, Mass....Transcript
Globe
Herald
Lowell, Mass....News
Sun

Lynn.....Item
New Bedford....Standard
Salem.....News
Springfield.....Republican
Worcester.....Spy
Telegram
Pawtucket, R. I...Times
Providence.....Bulletin
Telegram
Bridgeport, Conn. Post
Hartford.....Courant
Times
New Haven.....Union
Register

The man who will use no more than \$25,000 a year for advertising in New England, can spend his money to better advantage by confining his investment to the newspapers enumerated above, putting a bold announcement in each for almost every day. An investment of \$25,000 a year will not give a very big advertisement every day in all of these papers, but it will secure quite a respectable showing. There is no doubt about it that if the advertiser who would spend \$25,000 in this list of papers should restrict his investment still further and expend \$12,500 with the Boston *Globe*, the result would be larger than could possibly result from the other \$12,500 divided among the other papers. The charges of the Boston *Herald* as compared with those of the *Globe* are higher, and the value is less. Even the *Globe* is unreasonable in its rates for cuts and display advertising, but after all the *Globe*, is the best and the cheapest advertising medium in New England, and is excelled in this respect by but few papers in the United States.

This is not a paid advertisement, but represents the opinion of the editor of PRINTERS' INK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

"MINING AND SCIENTIFIC PRESS." }
The Oldest Mining Paper on }
the American Continent. }
J. F. HALLORAN, Gen. Mgr. }
SAN FRANCISCO, Dec. 13, 1897. }

Mr. Charles Austin Bates, New York City:
I know of only one paper in the United States that makes any special effort to steer people away from one-time insertions. That paper is the *Ladies' Home Journal*.

DEAR SIR—Referring to the above, clipped from the issue of PRINTERS' INK of the 8th ult., received in this office this a. m., permit me to add to that meager list the name of the *Mining and Scientific Press*. It is not an uncommon thing to decline a quarter page or half page advertisement "for one insertion," with the suggestion that it would be simply money thrown away, as continuous advertising would alone be profitable—a doctrine which this paper has persistently preached and practiced for thirty-eight years. Very truly yours,
J. F. HALLORAN.

BRIDGEPORT, Conn., Jan. 7, 1898.

Chas. Austin Bates, Department of Criticism, PRINTERS' INK:

DEAR SIR—Am greatly interested in your department and find it a good place to study "what not to do."

I find starting a business of any sort needs a certain amount of legitimate advertising. The question arises: How far can a professional man advertise and be professional?

I submit to you a sample of the work I am putting out. The reading matter tells the public that I am here. The *Telegram Candle* came out in first issue after guessing closed. There were over 10,000 guesses. You know what that means. The other speaks for itself. My idea is to constantly, in one way or another, bring my name before the people.

Suggestions and criticisms will be gratefully received through the Little Schoolmaster. Yours truly,

F. C. HOTCHKISS, 20 P. O. Arcade.

Dr. Hotchkiss is wrong.

In starting a business of any sort a very uncertain amount of legitimate advertising is required.

The man who starts a new business with a cast iron rule as to what his advertising appropriation is going to be is unnecessarily handicapped. He should not start the business unless he has the courage of his convictions. He should not start unless he is sure there is a field for the business, that it is needed in the community in which it is located, and that he knows enough about it to run it properly.

When he is sure of these things, he should make up his mind to use whatever advertising is necessary to let the

people know what he is doing and where he is doing it.

I am really not quite sure that I know what is meant by "legitimate advertising." I don't know what fault advertising must possess to become illegitimate. It seems to me that any honest method of getting before the public the news of a business is perfectly legitimate.

Mr. Hotchkiss wants to know how far a professional man can advertise, and be professional.

I give it up.

Some of them seem to be pretty successful at it. They manage to get their names in the papers, with their business stated, very frequently.

From everything I have been able to observe about professional ethics, I am ready to believe that whenever an advertisement is honestly paid for it is unprofessional; and when a newspaper is successfully buncoed into a free reading notice advertisement, the recipient of the notice is strictly professional, and is, therefore, entitled to the commendation of all his brethren.

If I were a dentist I should advertise.

I might not be professional, but I would make money.

A great many dentists advertise. I think, perhaps, more of them advertise than do not.

Most of them advertise poorly, but that is neither here nor there.

When a dentist advertises he need not necessarily announce that he extracts teeth for fifty cents and makes a full set of artificial teeth for \$4. He can advertise in a high-class way, just as he could if he were in any other business.

I know one dentist in New York who contrives to advertise pretty extensively and who still lives up to the letter of the code of ethics. He makes numerous out of town trips for pleasure and business, and of course it is necessary to announce the fact. This he does before he starts by sending out a nicely engraved card to all of his patients, and probably to some others, saying that on a certain date Dr. Blank

is going to Lakewood for a little rest. Then, about the day he starts, another engraved card goes out, saying that Dr. Blank has gone to Lakewood and that he will return in ten days or two weeks.

A day or two before he returns an announcement is again made that he will be in his office at a certain time, and after he arrives his friends are informed that he is ready to take care of their needs.

He manages to go some place five or six times a year, and in that way contrives to send out a perfectly ethical and praiseworthy circular from twelve to twenty times a year. He always tells where he is going and he always goes to a fashionable place that everybody knows.

The reading notices that Dr. Hotchkiss sends me are probably no better and no worse than the general run of reading notices. That is equivalent to saying they are pretty bad.

THE TELEGRAM CANDLE.

The telegram candle has furnished a great amount of speculation among the hundreds of guessers as to who would be the lucky ones.

Now that the time for guessing has closed, we would remind you that the dental office, 29 Post-office Arcade, is open for business from 8 a. m. to 6 p. m. Dr. Hotchkiss is well known to the Bridgeport public, having been located in this city for nearly three years, which, with his sixteen years' actual practice, should be a guarantee of success in his new office.

THE PROGRESS OF DENTISTRY.

Dentistry has existed from a remote period of time; it is not a modern innovation or art. Its origin is unknown. It was practiced as a distinct branch of surgery, and held a prominent place among the arts long before the Christian era.

Hypocrates, "the father of medicine," entered deeply into a study of the teeth 500 B. C.

Herodotus, one of the early historians, noticed and described various dental operations 450 B. C.

Aristotle, the philosopher, wrote largely concerning the teeth 350 B. C.

Dr. Hotchkiss has in A. D. 1898 opened a thoroughly up-to-date dental office at 29 P. O. Arcade.

I don't see that there is any connection between Dr. Hotchkiss' dental business and "The Telegram Candle."

There is no particular reason why this reading notice should be published, and it would be much more dignified if Dr. Hotchkiss simply told the facts about himself and asked for patronage.

The other reader is in the right line, but the matter is not handled properly. If Dr. Hotchkiss wants to tell some interesting facts about dentistry, by all means let him do it and sign his name

to it. Make it a reading notice and not a bald ad; make it sound as if it came from a man who knew the business from Hypocrates down, and who was so full of the knowledge that part of it bubbled over into the newspaper. This method would disguise the advertising, if that is desirable, and would still accomplish its full purpose.

As a matter of fact, the information that Dr. Hotchkiss gives in his reader is misleading, if not entirely incorrect. Everybody knows that dentistry has not been "a distinct branch of surgery" for a very long time. Dentistry used to be practiced by blacksmiths and barbers, and it is only in comparatively recent years that there has been any marked advance in dental surgery.

The real facts about the development of dentistry, talks on the care of the teeth, or on diseases of the teeth, their treatment and cure, and descriptions of difficult dental operations, would all make interesting matter for advertisements, and can be worked into reading notices that would fully conceal the fact that they were advertising.

My belief is that Dr. Hotchkiss would be very much ahead if he would throw professional ethics overboard and go ahead and practice dentistry in his own way, and advertise it in his own way, telling people the real facts about the services he renders, and doing it in display type or reading notices, just as he chooses.

* *

6, 8 and 10 Brook St., Rugeley, and
Market St., Lichfield.
DECEMBER 9, 1897. }

Mr. Chas. Austin Bates:

We are right glad to see you have a corner in PRINTERS' INK once more.

Can't have too much of you.

If inclosed is worth your criticism we shall be glad to know through your column.

This folder is usually sent out with patterns, applied for as the result of advertisements. Yours faithfully,

JOHN KEY & SONS.
Per Geo. Key.

The advertisement sent is in the shape of a little eight-page circular, which, as is usual with English printed matter, is rather poorly executed.

I am reproducing it for just one reason, and that is for its apparent honesty. It could be shortened and perhaps made considerably stronger, but it has the distinct merit of sticking pretty closely to the matter in hand, and when one gets through reading it

one believes that Forkstrong Trousers are "hard-wear" trousers.

That, I think, is one of the most essential points in advertising, if it be not the *most* essential. No matter how pretty or finely expressed an ad may be, it must have the ring of truth about it or it will sell no goods. The most homely sort of an ad that impresses you with the honesty of the advertiser is better than the most gorgeous affair that leaves you with a little twinkling of a doubt in your mind.

The genuine merits of Keys' Cord and Mole

"FORKSTRONG" TROUSERS

are so widely known among workmen, especially those on public works, that it is almost unnecessary to describe them.

But in case this should meet the eye of some who have not yet tested their excellent wearing qualities, we may say that they are the result of a close study of what is required

TO STAND HARD WEAR,

and of a succession of improvements continued from the early days of the Manchester Ship Canal down to the present time.

Many will remember those days at Eastham, at Ellesmere Port, and at Frodsham, when work was plentiful and wages good. We made clothes for some thousands on those works, and many of our old customers still send us their orders from all parts of the country to which they have been scattered—a certain proof that our clothes have served them well.

AT FIRST SIGHT . . .

our prices may appear rather high, and no doubt they are higher than many advertised prices; but before you can fairly call a price dear or high, you must know what you will get for your money. You say, "But a pair of Cord Trousers is just a pair of Cord Trousers all the world over." So they may be, on the outside, which is all you can usually see. But turn them inside out—test the quality of the thread, the linings, the workmanship—you will then see a great difference, and it is with this inside work, honest and thorough, that our "FORKSTRONG" TROUSERS prove their value.

Now there are three points at which trousers first show the wear:

FORK, KNEES, POCKETS.

No pains have been spared to make our "Forkstrong" Trousers as tough as leather at these points. We don't say they'll never wear out, but we do say they'll wear longer than most trousers on the market.

OUR SPECIAL CLOTHS . . .

for workmen are all selected and made up on the same principle.

It would be very easy to make up poor stuff and to ask a very low price for it, but what good would it do? we should be ashamed to meet our customers.

No—if we have to charge a little more, and even have it thrown at us that our clothes are dear, we are not going to sell poor stuff. All we make shall be good. Our best friends will find it out sooner or later.

And now we only ask you to give our clothes a good trial, and

LET THEM SPEAK FOR THEMSELVES.

We are always pleased to send any one our

patterns and measure forms *quite free* and to answer as many questions as you like to ask.

Don't be afraid; we want to make friends of our customers.

Whatever you want in the way of clothing—write to us about it. If we *can* supply it, we will send you the price and all particulars. If we *can't*, we'll tell you so.

The only address required is:

KEYS,
HARDWARE TAILORS,
RUGELEY.

Coal is one of the hardest things to advertise.

Generally about all the coal that goes to any given town is alike. Dealers' prices are practically the same for the same grade of coal.

Here is a coal ad that is sent me by Gomer T. Davies, publisher of the *Kansas*, Concordia, Kansas:

What's the Matter With Hanna?

Well, experience has proven that there's nothing the matter with Hanna—the Hanna coal, sold by the Chicago Lumber & Coal Co. No coal will produce so much heat with the expenditure of so little money. No coal will burn clearer or leave so little ashes, and leaves positively no annoying clinkers. Some inferior coals are sold for less money per ton, but Hanna coal is the cheapest in the long run, as it gives the best results when used—and that is what counts. Use it and you'll save money by so doing. Use it and you do not spoil everything in the house, with dirty soot and ashes. Use it and protect your health from the ravages of foul odors and deadly gases. Use it and save wear and tear on your nervous system and your temper, thus guaranteeing a clear conscience, and giving you the sweet assurance of happiness in this life and the salvation of your soul on the shores of eternity.

CHICAGO LUMBER & COAL CO.,

SOLE AGENTS.

It is a pretty good ad, but it would be better if the last sentence were left off. The sentence is an attempt at facetiousness that weakens all the rest of the ad. It takes away from the ad the impression of honesty and earnestness, and it may give offense to some people.

The trouble with a funny ad is that you never can tell how it is going to strike the reader. If a man is going to try to be funny in his advertising, he better be pretty sure that he is really funny. I think about the safest rule for a man to follow when he is thinking of publishing a funny ad, is to take the ad home and read it to his wife. If she laughs, it's all right. If she doesn't, he'd better throw the ad away.

BEST MAGAZINES.



The seven magazines shown in the above picture are the ones most frequently used by successful magazine advertisers. The advertiser generally uses all of them, but if not, is certain to use one or more. The combined circulation of the seven is over one million five hundred thousand copies each issue, and the price for a one-inch advertisement, one time, \$172.30; $\frac{1}{4}$ page, \$468; $\frac{1}{2}$ page, \$936, and one page, \$1,872.

McClure's Magazine was accorded by the American Newspaper Directory a circulation of 147,535 copies in 1895, and an average issue of 258,141 copies in 1896. Its card rates for advertising are \$2 an agate line, or \$324 for a page.

Munsey's Magazine is generally conceded to have the largest circulation of any of the seven. Its advertising rates are \$3 an agate line, or \$400 a page.

Harper's Magazine is the oldest on the list, and by many persons is considered the best. What its circulation is no one was ever able to learn, but guesses fix it at considerably more than a hundred thousand copies per issue. Its advertising rates are \$1.75 an agate line, or \$250 for a page.

The Century Magazine has sometimes been above 200,000 copies, but just what it is at present, or for two or three years last past has not been ascertainable by directory publishers or advertising agents. Its regular issue, like that of *Harper's*, is probably considerably more than a hundred thousand copies. Its advertising rates are \$1.75 a nonpareil line, or \$250 a page, the same as in *Harper's*.

Scribner's Magazine was accorded a circulation rating in the Newspaper Directory for 1893 of 127,575 copies. In 1895 the Directory accorded it a B rating, which means exceeding 40,000. In 1896, and at the present time, *Scribner's* is accorded an A rating, which means exceeding 75,000, and its publishers assert that its total issue for twelve months has exceeded 1,200,000 copies. Its advertising rates are \$1.40 a nonpareil line, or \$200 a page.

The Cosmopolitan was accorded a circulation of 236,666 copies in 1895, and 306,833 copies average in 1896. Its advertising rates are \$2 an agate line, or \$468 a page, its page rates being higher than those of any other magazine published.

The Review of Reviews had a circulation rating of 85,000 in 1893. In 1895 and 1896 its rating in the Directory is B, that is exceeding 40,000. Its advertising rates are \$1 a nonpareil line, or \$150 a page.

The advertising rates of all these seven magazines are pretty firmly sustained, but there are discounts for continued orders, varying from 5 to 25 per cent, and also an extra discount in some instances for prompt cash.

The man who advertises in magazines finds this selection as good a one as can be made. It will be money in the advertiser's pocket if he exercises great care in adding another seven to his list. With magazines, as with newspapers, the best give greatest service in proportion to the cost.

To use any of these publications copy should be sent in by the 20th of the second month preceding date of issue. Address

The GEO. P. ROWELL ADV. CO., 10 Spruce St., New York.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

A curious coincidence happened to me this week, in that three persons in various parts of the country have written to me asking precisely the same question, though applied to different lines of goods. I can answer each only in a general way, as circumstances must always be taken into consideration, and the information about these circumstances they have not furnished. All three ask how many times a store ought to turn its stock in the course of a year in order to be considered an up-to-date and profitable store. In the first place I will say that the location of a store, both as regards to city and street, have a great deal to do with the turning of the stock. A store located on a street that is a natural trade center, can naturally do more business and turn its stock oftener than one which is in a more obscure location.

Again, it depends upon whether the city in which the store is located is near to the market in which the store must buy its goods. For instance, a retail store in New York City, for any of the ordinary lines of wearing apparel or household goods, should be able to turn its stock much oftener than a store located in an inland city, where there are no wholesale houses from which goods can be quickly secured and quickly delivered.

Then again, a great deal depends upon the kind of business that a store is doing. A medium class of trade is much more apt to give a store an opportunity to turn its stock oftener than a high-class, exclusive trade. A cash store can usually turn its stock oftener than a credit store, because persons who buy on credit usually want a larger assortment to select from, and usually compel the merchant to carry more goods than a cash-paying trade would expect. Taking up the stores in the order in which their letters reached me, I find that the first store sells crockery, house furnishings and furniture. In the average store of this description, I believe that the crockery stock ought to be turned from three to four times a year. The furniture stock

should turn as often, and possibly, in some cases, five times a year. The house furnishing stock ought to turn more frequently and quickly than either of the others, as these are goods upon which quick sales can be readily made and where it is not absolutely necessary to have very large quantities on hand at any one time. The house furnishing stock should turn five or six times a year. There are instances where I have known such a stock to turn seven times or oftener. It must be borne in mind that in all these estimates there are exceptional cases both ways. I know of one crockery stock in a fairly large house, that I believe does not turn more than twice a year, but yet pays its owner a handsome revenue. There are also exceptional cases where stocks ought to turn oftener than I have mentioned.

The second store that had written me carries cloaks, ladies' ready-made suits, muslin and underwear. The cloak and suit stock of a first-class store located in New York City ought to turn itself about seven to nine times a year. Muslin and underwear will probably not be able to turn more than six or seven times. As we have mentioned in other instances, the distance away from the market will very much affect these figures. An inland city might be doing well if its cloak stock turned four or five times a year.

The third store asking questions on this subject carries men's clothing, furnishings, hats and shoes. For an ordinary store in an ordinary city, such as Cleveland, the place from which this inquiry comes, I believe that a first-class, up-to-date clothing merchant can turn his stock four or five times a year. Men's furnishing goods, being small wear, turn much more rapidly and could, with good management, probably be turned six to eight times a year. Hats and caps can be made to turn from five to six times, but shoes will not turn often. The reason for this is because there are so many sizes and widths and styles that in order to keep a first-class store a comparatively large

stock must be carried. A shoe merchant can make money and turn his stock from two to three times a year.

In a general way it must be said that those stocks which turn less frequently usually bear a larger per cent of profit than the stocks which can be turned quite often. *.*

I am getting a great many inquiries, it seems to me, from people who are beginning to figure on the percentage basis, who are attempting to regulate their business affairs with such system as to figure out a certain profit instead of going along hap-hazard, hoping to have a profit at the end of the year, but not being sure about it until stock is taken. A merchant in a Western city who is doing a general business of one hundred thousand dollars a year, asks me to tell him about what proportion of his general expenses can be devoted to different lines of expense, figured upon the basis with his total expenses, in order for him to clear a profit. It must not exceed twenty-two per cent. Such a merchant, I believe, can afford to pay about four per cent for rent. About three per cent for advertising. About five per cent for what is usually termed live help, that is help employed in buying and selling the merchandise. About four per cent for what is usually termed dead help, that is help that does not actually buy or sell merchandise, such as superintendents, floorwalkers, bookkeepers, office help, night watchman, packers, shippers and porters. The delivery expense is something that depends largely upon the city. Some cities are so located that it is very easy to deliver goods. In many cities customers carry a large per cent of their packages. There are other places where the suburban trade is very large and in these places the delivery expenses would necessarily be more. Judging from my knowledge of the city from which the inquiry comes, I should think that two per cent would be sufficient for delivery of goods. Sundries which have not been proportioned above are of various kinds, each small in themselves, but will in the aggregate, perhaps, amount to about four per cent. In this allotment should be included insurance, taxes, house supplies, stationery, etc. *.*

As a specimen of "How not to do it," Mr. Horace J. Stevens, manager of the Peninsular News Bureau, of Houghton, Michigan, sends me an ad-

vertisement of Browning, King & Co., clipped from the St. Paul *Dispatch*. The advertisement is such a gem of its kind, as far as being a collection of big words stuck together which will convey no business idea whatever to the persons who read it, that I am going to reproduce the larger portion of the wording of this advertisement.

"POOR GRAMMAR is sometimes pardonable, but when employed to impugn the honest methods of St. Paul's good clothing shop, it only serves to prove what Alexander Pope said long ago: 'Fools rush in where angels fear to tread.' If we felt so disposed we might take a fall out of a padded parasite of prominent proportions. But why waste words and space upon an amorphous individual whose identity is revealed through the instrumentality of a local would-be iconoclast? Both are harmless."

What an advertisement writer can be thinking about to put such stuff in a newspaper is a mystery to me. I was once quite curious about the advertising of Browning, King & Co., and called on a member of the firm and asked why it was that, although I believed that the Browning, King & Co.'s stores in a great many prominent cities were under one ownership, yet every one of them seemed to have a different style and policy of advertising. At various times I have noticed advertisements put out by some Browning, King & Co.'s store which were remarkable for their cleverness, and which I believed ought to produce grand results for a clothing store. Then, again, I have noticed many instances in addition to the one to which I have referred in which the advertising of Browning, King & Co. struck me as being particularly rotten. I asked why this was, and received the reply that each of the Browning, King & Co.'s stores was under the management of some one who is employed to run that store, and who is held responsible for the business which the store does. At one time there was an attempt made to have the advertising of the various stores written by one person, but this did not prove to be at all satisfactory, for the reason that any store which ran behind in its sales always laid the blame on the advertising, and the manager of that store wanted to shirk the responsibility of the decreasing sales, so that the firm eventually came to the conclusion that the only way to

hold their men absolutely responsible for the success of the business was to allow them to run their business complete, advertising and all, so that the manager of the store would have no excuse to offer if his store did not do what was expected of it. However good this policy may be in theory, I believe that in practical application something ought to be done to prevent any one of the stores putting out such advertisements as the specimen to which I have referred.

A department store in St. Louis writes to me desiring to know what amount of money they can afford to appropriate for advertising. This store gives me some particulars about their business which enables me to make a definite reply to their question. The store is well located and is an old store that has been doing a conservative business for a number of years. They propose to branch out into more progressive advertising and I would recommend that in doing so they expend about three per cent of their total sales the first year for this purpose. Ordinarily for an old-established store, three per cent is a little more than is necessary, but as the store is practically beginning its real advertising experience, it would be well to allow something for experimenting and working up new business on advertising lines. In any department store there are some stocks which require a larger percentage than others. For instance, in the grocery department, I should consider between one and one and one-half per cent as large a portion of sales as could be profitably set aside for advertising purposes. In the clothing stock, I believe that as much as four per cent should be invested in advertising. Linens and cotton goods can not stand over one per cent. There are other stocks such as druggists' sundries, buttons, trimmings, linings and notions which should not expend over one per cent of their sales for advertising. Books, stationery, handkerchiefs, gloves, men's furnishings, ribbons, house furnishings, carpets, upholsteries, toys, umbrellas and candies, I would include amongst the stocks which could stand approximately about two per cent. Jewelry, dress goods, silks, velvets, crockery, hosiery, underwear, drugs, horse goods, hats and caps, can probably afford three per cent in the store to which I refer. Furniture, millinery, clothing,

cloaks, ladies' suits and sporting goods, can in all probability afford to spend four per cent.

Thus taking the sales all around the average advertising expenditure will be found to be slightly less than three per cent of the total sales.

The large postal card idea seems to have taken possession of a great many advertisers. Almost daily I receive from some one a piece of cardboard about ten by twelve inches in size. These postal cards have the name and address and one-cent stamp on one side and a lot of printed matter on the other. There is a question in my mind as to whether this is good advertising or not. When very few persons did this, these cards undoubtedly attracted much attention, but now that so many are doing this, they are more likely to be thrown into the waste basket without reading than is the ordinary postal card printed by the government. Then, again, these immense sheets of cardboard never reach the person for whom they were intended in the same condition in which they left the sender. Their size must necessarily make them liable to crumple or be torn in the mail; this spoils their attractiveness, when they are received.

I am just in receipt of what appears to be a new form of this postal card advertisement from R. P. Cummins, of Washington, N. J. Mr. Cummins sells Cuban hand-made cigars, and takes the precaution that his postal card is not bent in the mail on account of being too large by folding it before he sends it. This is not a bad idea, as it makes the card the same shape as the ordinary return postal, although the size is more than twice as large. This style of cards will perhaps have a run for a month or so, and then somebody will have to get out something different.

My objection to the whole thing is that there is no necessity for such large postal cards or circulars. Their novelty has worn off, and my experience teaches me that the people generally do not read long circulars or long postal cards. The thing that catches the people's eye to-day is something short, crisp and to the point. Without counting the words on the folded postal card which I have, I should say that there is at least over eight hundred to one thousand words. I don't believe that one person in a thousand that receives such a document is going to read it.

No such offer of Good Literature was ever made before.

Are you interested in the day's best literature and art? If so, your attention is invited to "THE NEW YORK TIMES' Saturday Review of Books and Art," only one dollar per annum. It is a high-class literary weekly for people of refined taste and good judgment. It is edited for the information and entertainment of the young and old who wish to be advised concerning current literature and art—a high-class literary publication at a nominal price. Prompt reviews are given, often from advance sheets, of all important new books, and the news and gossip of authors, books, art and artists, and special contributions from well-known writers on timely topics; in a word, it is a literary newspaper and the only journal properly to be so called. It contains in one year's issues more about literature and art that is good and of general interest than any of the high-priced magazines. It is published every Saturday and will be sent to any address in the United States for one dollar per annum. Every subscriber will also receive, free of charge, the regular Saturday news pages of THE NEW YORK TIMES. No such offer of good news and good literature was ever before made in this or any other country. You can not well do without it if you want to keep promptly informed concerning current literature.

**SEND YOUR NAME AND
ADDRESS ON A POSTAL CARD
FOR A FREE SAMPLE COPY.**

ADDRESS

THE NEW YORK TIMES

41 Park Row, New York

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

[I do not write all of these ready-made ads. They are taken wherever found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. The matter suggested here for newspaper ads can often just as well be used on handbills or circulars.—W. D.]

A Boston correspondent objects to the word "mouthful" as used in one of the recent ready-made ads, and admonishes me in scholarly diction to use "mouthfuls." I am greatly obliged to my Boston correspondent for his kind interest in the matter. I am always glad to receive criticisms of any sort or kind whatever, but all the king's horses and all the king's men can't make me say "mouthfuls"; neither can all the dictionaries and all the authorities combined. I will be pleased to argue it out with any or all of them any hot summer afternoon. Still, any advertiser is entirely at liberty to use "mouthfuls" if it pleases him, and I will never upbraid him.

Many of the best ideas shown in these ads depend upon the management of the store. They are extremely good advertising when the store backs them up, but will be of very little benefit to one that does not. However, nearly all of these ideas are of a sort that any store may and ought to follow. Pick out the ads that seem good to you, use them freely, and if your store does not at present live up to them, *make it*.

What Advertisers Say

In New York.

Rugs and Curios.

Clearing Sale. Last week was house-cleaning week with us. We gathered together from our immense retail stocks all the slightly damaged and otherwise imperfect goods, all odd pieces, remnants, odds and ends, slow sellers, and the flotsam and jetsam usually left behind by the high tide of holiday retailing. The goods have all been marked at good-bye prices—some at one-fourth, some at one-third and some at one-half, and ALL at much less than their worth at any other than stock-taking time.

Books at Clearance Sale. The enormous book business of the holidays has left on our hands vast quantities of books that are not strictly perfect. Some have the covers scratched, others a finger-mark here or there, still others are simply remnants of large lines of books that are now to be closed out regardless of former cost or value.

Clearing the Decks for Action!

The new year has brought us new inspiration—68 great departments made 68 great resolutions, all to one effect, to far excel in '98 the brilliant record of '97. The light of ambition has been kindled anew; all over the store there are unmistakable signs of extreme activity.

A Shoe Story. Here's a shoe story in two parts, both of which should prove intensely interesting, for they tell of good shoes to be sold at a remarkable small price. Part 1 concerns 717 pairs of very fine vici kid and bright dongola Shoes, samples of this season's styles that have come to us from two of the foremost makers in the country. They include both button and lace Shoes with welted and turn soles in a variety of up-to-date toe shapes, suitable for dress or street wear. The sizes range from 2½ to 5 in A, B, C and D widths. There is not a pair that a conservative estimate would count worth less than \$3.50, while many of them are usually sold at \$5. They all go to-morrow at \$1.95 pr. Part 2 concerns 520 pairs of Dongola button lace Shoes, etc.

To Every Man Who Wears a Shirt.

A Shirt at \$1 that looks as well and wears as well as any \$3 one. Each one of these shirts passes through the hands of 103 different persons. It is not unnecessary work, it's the idea of the specialist applied to shirt making. Every operator becomes a specialist in making a particular part of a shirt. Result! Better work and more of it. Finer shirts at lower prices. It has taken time and patience to get this kind of work, but it gives you a \$1.50 or a \$2 shirt for \$1. Made of Williamsville Muslin, fine linen, four-ply bosoms, set in with strong stays; bodies very full, thirty-six inches long after laundering; reinforced in front; split neckband, to prevent collar button touching neck; tape in back to hold necktie in place; patent continuous facings in front and back and at wristband openings; side seams felled or double stitched; patent gussets; all buttonholes hand made and barred at both sides; perfect fitting and laundered beautifully. Three shapes: open back and front, open back only, and short bosom open back and front. In five lengths of sleeves. Isn't it a revolution to be able to get such a shirt for \$1? You'll say so when you have seen them—as aristocratic in appearance as any shirt can be.

A Clearance Sale of Notions.

Prices cut to the core. 5 yard piece of black Velvetene skirt binding, 2 inches wide, best grade, to-morrow, 15c. Seamless stockinet dress shields, size 3, 7c.; size 4, to-morrow, 8c. Nainsook covered rubber lined dress shields, washable, sizes 3 and 4, per pair, to-morrow, 7c.

In Chicago.

You Estimate Value by Comparison, Always. The American is acknowledged.

edged to be more advanced in many ways than the Chinaman—by comparison, therefore, the American standard is set—and so with every other mark of merit gained or claimed.

Imported Wash Goods. Here are goods such as we never knew before—such as we believe you have never seen before—and a larger assortment than was ever gathered together. The new colorings are revelations, and most of what we have are ours exclusively. 350 pieces Organdies—sheer, crisp, transparent goods—white and tinted grounds, with handsome Dresden, spray and rosebud designs—no such range of colorings and patterns ever shown before in any one line, and at such a price—25c. and 30c.

Unequaled January Sales. The unprecedented success of our unequalled January sales lies in the fact that we use quality as our talisman, which places the untutored shopper on par with clever buyers.

Two Things to Remember. 1st. The Jevne ads to-morrow a. m. 2nd. If its from Jevne's it's good. Will you try and remember both? C. Jevne & Co.

Attractive Remnant Pricing.

Washgoods Remnants. Sample pieces and factory loom remnants gathered from famous New England and foreign mills—serviceable lengths for women's and children's shirt waists, entire dresses, wrappers, etc. Scotch madras, English oxfords, French plumetis, basket novelties, silk figured ginghams, French organdies, etc. for up to 75c. remnants; 10c. for up to 50c. remnants; 5c. for up to 25c. remnants. Like touching match to gunpowder—the way the news of the S. & M. lace sale spreads.

In Washington.

Stock Taking Has Shown Us that we have too many goods in many lines. Greatly reduced prices is the only way to thin it out, so we have cut deep into prices in every department.

Two Days More Of this wonderful sacrifice that is to relieve us of half our stock; so per cent discount on everything from a spool of cotton to a dress. Any wonder we're crowded?

Who will resist the solid front of special values arranged for to-morrow?

\$3.85 For 85 and 86 Boots —a stinging blow to the so-called "bargain houses." A legitimate offer of legitimate Shoes, made in the best factory in the world—shoes, you know—Shoes you appreciate—Foot Form Shoes.

Are Your Eyes Ailke? Do you suffer from headaches? Does the print blur after reading? These are signs of defective vision. We examine eyes scientifically, and adjust glasses to correct all defects of vision. Notice our prices!!!

From Everywhere.

Plows and Plow Gear. We have a full stock of steel and wood beam plows, sulky plows, cultivators, steel harrows, corn and cotton planters, Georgia stock, trace chains, back bands, collars, pads, bridles, hames, single and double trees, breast chains, lap links, etc. It will pay you to write us for prices before you buy.

An Alphabetical Idea.

A XES, ADZES, LUMINUM, NTIMONY, NVILS, NGLE IRON, XLES, SBESTOS Roofings.

—OOO—

Manogue-Pidgeon Iron Co.

226-228 Second Street,

Memphis.

(Watch for next letter.)

A Multitude of Faults Are many times hidden by a nice overcoat—the old suit may have lost its brilliancy, and the overcoat then proves a good "helper out." Who doesn't remember the cold Februaries and Marches of the past?

Don't Swear Or Smoking, but make up your mind to start the New Year with a New Pipe. You will find the place to buy it right is at—

"Hot Stuff." Burn the best Lehigh Valley Hard Coal and Jackson County Soft Coal. Gosline & Barbour.

Looks Like Poetry.

SLEIGH ROBES!!

Musk Ox, Wolverine, Bear, H. B. Wolf, Raccoon, Beaver, Black and Natural Gray and White, Jap. Goat, Siberian Dog, etc.,

AT RIGHT PRICES.

Men's Fur and Fur Lined Coats.

Many Men Have eyes, but see not! Have ears, but hear not! Use your senses and concentrate your mental faculties in buying your Clothing. Give our new winter line your most careful scrutiny.

We have just closed the biggest year's business in the history of our house. We intend to make 1898 still greater.

Loads of winter weather ahead. Old Mercury will often touch those points that forcibly suggest warm garments.

FIVE HUNDRED POUNDS A WORD.

On the front cover of the twelve issues of *The Strand Magazine* for 1898 there will appear an advertisement covering a single square inch, containing two of the shortest words in the English language. The two words make nine letters, which any compositor would set up in a few seconds, and they will appear each month. For this advertisement £1,000 has been paid, which works out at something like £111 2s. 2½d. a letter.

This is a record advertisement. The only other case approaching it was a proposal of Messrs. Pears, who some years ago offered a very large sum of money for the right of advertising on the back of the census paper. This scheme was not carried out, however, though, as it is said to have become a Cabinet question, Messrs. Pears received a big advertisement in consequence of their offer.

A representative of *Tit-Bits*, who was anxious to know something more about the matter than the mere fact stated above, called the

of wine; in 1894 we sent out 46,000; the next year the number had increased to 116,000; and last year our total sale was nearly 350,000 bottles; while we have exceeded that number already this year. Practically speaking, it costs us a sovereign to sell the first 32. 6d. bottle of wine to a new customer.

"There you see where the art of advertising comes in. No business man can go on forever spending a sovereign and getting back 32. 6d. He must advertise so as to make people talk. That is what I am trying to do. Why did you come here? Because my advertisement is a novelty. There you have the art of advertising in a nutshell. In these days, when there are so many publications, only the striking advertisements catch the eye. These are talked about, and it is only when the great British public keep on talking about 'Hall's Wine' that the money comes back."

"Had you any special reason in framing the advertisement so simply?"

"Yes, every reason in the world. A great feature in advertising is to whittle down the description of your article as much as possible. I used to say 'Hall's Coca Wine,' but I have taken out one word, making the advertisement more striking and easier to remember. I suppose the dropping of the word 'coca' will increase our revenue largely in a few years. As a successful advertiser, I would like to say that the secret of my success in advertising has been my effort to be strictly honest with the public. I have had all sorts of suggestions from professional writers of catchy phrases, but I have steered clear of them all, and have never claimed for my articles any merit that they do not possess. For instance, I long ago received letters stating that my wine had completely cured several victims of chronic drunkenness, but I have not yet appealed to the public on that ground, thinking it best to allow time to thoroughly prove the truth of my statement before I make it publicly."

"And so you are confident of seeing your £1,000 again?" I remarked on leaving.

"I have, at any rate, the faith that moves mountains," replied Mr. Hall, with a laugh. "It will come back to me by next Christmas, bearing fruit perhaps twenty-fold. Those two little words on the cover of *The Strand* will be seen twelve times by millions of people, and if only one in a hundred takes notice of it, it will have been a splendid investment. But the great thing is that it will make 'Hall's Wine' a household phrase in thousands of homes."—*Tit-Bits*.

CHANGE EARLY AND OFTEN.

A recent advertisement of Pearline quotes as follows: "What you see too often you don't see, and what you hear all the time you don't hear at all." This is an axiom that deserves careful consideration on the part of the general advertisers of the country, and is as true regarding space in the daily papers as it is regarding the numerous signs on city lots and country roads, which serve to attract attention to the advertiser until such time as it becomes familiar only, after which it does not receive any more consideration than a mile post, if as such. Advertisers spending hundreds of thousands of dollars yearly should change their copy frequently, if they expect results proportionate to the money expended, as ads that appear day after day in the same style and wording in time become so familiar that they receive no more notice from the buying public than the heading of the paper or the margin. *Change your copy.*—*National Advertiser*.



other day on Mr. Hall, the manufacturer of "Hall's Coca Wine," and had an interesting chat with that gentleman. It is Mr. Hall who has paid £1,000 for an inch of space in *The Strand Magazine*, and the two words in which he has such tremendous faith are "Hall's Wine."

"Oh, yes, the money will come back all right," Mr. Hall remarked, in reply to a question, "though it may take some time in doing so. As a matter of fact, I am only just getting back the capital I invested in advertising six years ago, when I commenced to sell the wine publicly. I remember my first advertisement very well. We started in the Christmas 'annuals,' our first batch of 'ads' costing us £150. The result of that was the sale of seven 32. 6d. bottles of wine. That shows you the necessity of persevering in advertising. We have spent enormous sums since then, and are now spending £10,000 a year in advertising alone."

"The result of this expenditure is very striking. In 1893 we sent out 35,000 bottles

The San Francisco Call

JOHN D. SPRECKLES, Proprietor.
W. S. LEAKE, Manager.

Best Staff of Correspondents!

Best News Service!

Best Local Equipment!

The Great Family Paper.

Into the Homes it Goes.

Published every morning in the year.

Circulation Exceeds
50,000 Daily.

For sample copies, rates and further information,
address,

David Allen,

Eastern Representative,

188 World Building, New York.

THE DAILY NEWSPAPERS.

By Charles N. Kent.

FOR SEVEN YEARS EDITOR OF THE AMERICAN NEWSPAPER DIRECTORY.

The last American Newspaper Directory (December, 1897) catalogues 2,169 dailies, showing that there is one daily paper to every ten of the whole number issued. Of these 2,169 dailies, 925 are each credited with a circulation of more than 1,000 copies each issue, and 1,244 are in what is known as the "JKL" class—each one of which is believed to print more than 100 and less than 1,000 copies each issue. The 925, with their aggregate circulation, are distributed among the different States and Canada, as shown in the following table. The Directory divides all papers of more than 1,000 circulation into ten classes. The first class includes all whose actual circulation given in figures exceeds the highest letter rating used, which is "A," and means exceeding 75,000. The others are placed in that one of the nine remaining classes represented by a circulation letter rating to which they properly belong. But as each of these letter ratings indicates an issue exceeding the exact figures for which the letter stands, to arrive at a more accurate result ten per cent has been added in each case to the minimum number expressed by the letter rating, thus: A, exceeding 75,000, plus 10 per cent, equals 82,500.

	No. of papers.	Circulation.
Alabama.....	6	17,875
Alaska.....	0
Arizona.....	2	2,200
Arkansas.....	2	6,875
California.....	37	335,975
Colorado.....	10	87,725
Connecticut.....	28	119,075
Delaware.....	4	13,750
District of Columbia...	3	66,000
Florida.....	3	4,675
Georgia.....	11	61,325
Idaho.....	1	1,100
Illinois.....	54	1,108,959
Indian Territory.....	0
Indiana.....	36	118,800
Iowa.....	27	95,495
Kansas.....	9	44,550
Kentucky.....	11	75,900
Louisiana.....	5	52,250
Maine.....	12	33,825
Maryland.....	10	128,700
Massachusetts.....	56	698,046
Michigan.....	35	200,475
Minnesota.....	13	137,500
Mississippi.....	5	6,875
Missouri.....	28	473,189
Montana.....	6	21,725
Nebraska.....	6	56,925

Nevada.....	1	1,100
New Hampshire.....	10	31,075
New Jersey.....	26	104,225
New Mexico.....
New York.....	119	1,661,825
North Carolina.....	1	1,100
North Dakota.....	2	2,200
Ohio.....	79	800,495
Oklahoma.....	2	6,875
Oregon.....	7	35,750
Pennsylvania.....	112	1,195,415
Rhode Island.....	14	102,575
South Carolina.....	3	7,975
South Dakota.....	2	6,875
Tennessee.....	11	53,075
Texas.....	14	43,175
Utah.....	5	20,625
Vermont.....	4	12,375
Virginia.....	14	40,425
Washington.....	8	41,250
West Virginia.....	2	14,025
Wisconsin.....	20	99,275
Wyoming.....
Canada.....	880	8,251,429
Newfoundland.....	43	350,725
	2	4,950
	925	8,607,104

If the average circulation of the 1,244 dailies in the "JKL" class is 600—and this is probably high enough—they have a combined issue of less than 750,000, or less than the output in a single day of the Philadelphia *Record*, Chicago *News*, Chicago *Record* and Boston *Globe*.

More than one-half of the circulation of all the daily papers is in the States of Illinois, New York, Ohio and Pennsylvania. Herein are facts of vast significance for advertisers.

THE PRINCIPAL DAILIES.

The list which follows is a complete one of all the daily newspapers in the United States, accorded in the December edition of the American Newspaper Directory an actual average circulation of one thousand or more, arranged, numerically, in order of circulation. Figures where given represent the actual issue, as shown by the publisher's statement on file in the Directory office and accepted by its editor as correct. Letter ratings are used when no publisher's statement was received, and represent the Directory editor's estimate, from best information obtainable. The papers so rated are divided into classes. Each class is in its proper numerical position, and the papers arranged alphabetically by

States and towns. The meaning of the letter ratings is:

A.....	Exceeding 75,000
B.....	44 40,000
C.....	44 30,000
D.....	44 17,500
E.....	44 12,500
F.....	44 7,500
G.....	44 4,000
H.....	44 2,250
I.....	44 1,000
Chicago, Ill., Record.....	206,580
Chicago, Ill., News.....	204,724
Boston, Mass., Globe.....	193,696
Philadelphia, Pa., Record.....	165,817
Cincinnati, Ohio, Post.....	165,674
Philadelphia, Pa., Inquirer.....	120,998
Cleveland, Ohio, Press.....	86,646
Chicago, Ill., Journal.....	82,280
St. Louis, Mo., Post-Dispatch.....	78,289
San Francisco, Cal., Examiner.....	78,027
Chicago, Ill., Times-Herald.....	A
Chicago, Ill., Tribune.....	A
Boston, Mass., Herald.....	A
St. Louis, Mo., Chronicle.....	A
New York Herald.....	A
New York Journal and Advertiser.....	A
New York Evening Journal.....	A
New York News.....	A
New York Press.....	A
New York Sun, morning.....	A
New York Sun, evening.....	A
New York World, morning.....	A
New York World, evening.....	A
Cincinnati, Ohio, Times-Star.....	A
St. Louis, Mo., Globe Democrat.....	73,564
Kansas City, Mo., Star.....	69,499
Philadelphia, Pa., Press.....	66,758
St. Louis, Mo., Star.....	65,017
St. Louis, Mo., Republic.....	64,116
Buffalo, N. Y., Evening News.....	61,895
Detroit, Mich., Evening News.....	60,419
Philadelphia, Pa., Evening Bulletin.....	58,183
San Francisco, Cal., Morning Call.....	51,684
Pittsburg, Pa., Chronicle-Telegraph.....	50,105
Pittsburg, Pa., Post.....	47,020
Philadelphia, Pa., Gazette.....	44,444
San Francisco, Cal., Chronicle.....	B
Chicago, Ill., Chronicle.....	B
Chicago, Ill., Dispatch.....	B
Chicago, Ill., Inter-Ocean.....	B
Baltimore, Md., Sun.....	B
Boston, Mass., Evening Record.....	B
Boston, Mass., Journal.....	B
Boston, Mass., Post.....	B
New York, Morgen Journal.....	B
New York, Staats Zeitung, morning.....	B
New York, Times.....	B
New York, Tribune.....	B
New York, Zeitung.....	B
New York, Herald.....	B
Cincinnati, Ohio, Enquirer.....	B
Cleveland, Ohio, Leader, morning and evening.....	B
Philadelphia, Pa., Public Ledger.....	B
Pittsburg, Pa., Press.....	B
Pittsburg, Pa., Times.....	B
Washington, D. C., Times, morning and evening.....	39,386
Minneapolis, Minn., Tribune.....	38,706
Newark, N. J., Evening News.....	38,351
Indianapolis, Ind., News.....	36,685
Detroit, Mich., Free Press.....	36,325
Pittsburg, Pa., Dispatch.....	36,149
Chicago, Ill., Abend-Post.....	36,000
Pittsburg, Pa., Commercial Gazette.....	35,333
St. Paul, Minn., Dispatch.....	34,418
Providence, R. I., Evening Bulletin.....	33,624
Cleveland, Ohio, Plaindealer, morning and evening.....	32,000
Washington, D. C., Evening Star.....	31,192
Baltimore, Md., Morning Herald.....	30,768

Providence, R. I., Evening Telegram.....	30,722
Brooklyn, N. Y., Eagle.....	29,000
Pittsburg, Pa., Leader.....	25,872
Denver, Col., Rocky Mountain News.....	25,718
Philadelphia, Pa., Tageblatt.....	25,540
Minneapolis, Minn., Times.....	24,986
New York, N. Y., Evening Post.....	24,037
Rochester, N. Y., Democrat and Chronicle.....	23,429
Portland, Ore., Morning Oregonian.....	22,877
Kansas City, Mo., World.....	22,500
Kansas City, Mo., Journal.....	22,185
Atlanta, Ga., Journal.....	21,386
Grand Rapids, Mich., Evening Press.....	21,370
Albany, N. Y., Times-Union.....	21,110
Omaha, Neb., World-Herald.....	20,869
San Francisco, Cal., Bulletin.....	20,742
Denver, Col., Republican.....	C
Washington, D. C., Post.....	C
Chicago, Ill., Drivers' Journal.....	C
Chicago, Ill., Evening Post.....	C
Boston, Mass., Traveler.....	C
Detroit, Mich., Journal.....	C
Minneapolis, Minn., Journal.....	C
Buffalo, N. Y., Evening Times.....	C
New York, Morning Telegraph.....	C
Cincinnati, Ohio, Commercial-Tribune.....	C
Cincinnati, Ohio, Abend Presse.....	C
Cleveland, Ohio, Recorder.....	C
Cleveland, Ohio, World.....	C
Philadelphia, Pa., Demokrat.....	C
Philadelphia, Pa., Family Call.....	C
Philadelphia, Pa., Times.....	C
Kansas City, Mo., Times.....	19,838
Baltimore, Md., World.....	19,666
Omaha, Neb., Bee.....	19,424
Atlanta, Ga., Constitution.....	18,633
Syracuse, N. Y., Evening Herald.....	18,603
Springfield, Mass., Union, morning and evening.....	18,410
Columbus, Ohio, Evening Press.....	18,154
Columbus, Ohio, Morning Post.....	18,091
Los Angeles, Cal., Times.....	17,896
Denver, Col., Evening Post.....	17,866
Toledo, Ohio, News.....	17,816
Milwaukee, Wis., Evening Wisconsin.....	17,749
San Francisco, Cal., Report.....	D
Chicago, Ill., Illinois Staats-Zeitung.....	D
Chicago, Ill., Abendblatt.....	D
Louisville, Ky., Times.....	D
Boston, Mass., Evening Transcript.....	D
St. Paul, Minn., Pioneer Press.....	D
New York, Evening Telegram.....	D
New York, Mail and Express.....	D
Cleveland, Ohio, Waechter.....	D
Philadelphia, Pa., North American.....	D
Pittsburg, Pa., News.....	D
Memphis, Tenn., Commercial Appeal.....	17,188
Louisville, Ky., Courier Journal.....	17,073
Toledo, Ohio, Blade.....	16,863
San Francisco, Cal., Evening Post.....	16,758
Chicago, Ill., Svornost.....	16,524
Buffalo, N. Y., Morning Express.....	16,466
Salem, Mass., Evening News.....	16,246
New Orleans, La., Item.....	16,224
New York, N. Y., Jewish News.....	16,000
Rochester, N. Y., Union & Advertiser.....	15,749
Des Moines, Ia., News.....	15,019
Jersey City, N. J., Evening Journal.....	15,005
Kansas City, Mo., Drivers' Telegram.....	14,690
Hartford, Conn., Times.....	14,175
New Haven, Conn., Union.....	13,800
Brockton, Mass., Times.....	13,661
Worcester, Mass., Telegram.....	13,563
New Orleans, La., States.....	13,557
Seattle, Wash., Post-Intelligencer.....	13,525
Manchester, N. H., Union.....	13,402
Springfield, Mass., Republican.....	13,389
Westchester, Pa., Local News.....	13,228
Syracuse, N. Y., Post.....	13,084
Columbus, Ohio, State Journal.....	12,988
Lynn, Mass., Item.....	12,866
Providence, R. I., Journal.....	12,666

Denver, Col., Times.....	E	Dayton, Ohio, Evening News.....	F
Chicago, Ill., Denni Hiasatel.....	E	Dayton, Ohio, Evening Press.....	F
Chicago, Ill., Freie Presse, morn & eve	E	Toledo, Ohio, Bee.....	F
Louisville, Ky., Commercial.....	E	Youngstown, Ohio, Vindicator.....	F
Baltimore, Md., American.....	E	Portland, Ore., Evening Telegram.....	F
Detroit, Mich., Tribune.....	E	Philadelphia, Pa., Evening Star.....	F
St. Paul, Minn., Globe.....	E	Philadelphia, Pa., News.....	F
Albany, N. Y., Press and Knicker-	E	Reading, Pa., Eagle.....	F
bocker.....	E	Scranton, Pa., Truth.....	F
Brooklyn, N. Y., Times.....	E	Nashville, Tenn., American.....	F
New York, Commercial Advertiser...	E	Nashville, Tenn., Banner.....	F
Rochester, N. Y., Herald.....	E	Dallas, Tex., Morning News.....	F
Rochester, N. Y., Post-Express.....	E	Richmond, Va., Dispatch.....	F
Troy, N. Y., Times.....	E	Milwaukee, Wis., Germania Abend-	F
Columbus, Ohio, Evening Dispatch...	E	Post.....	F
Philadelphia, Pa., Evening Telegraph	E	Milwaukee, Wis., News.....	F
Pawtucket, R. I., Evening Times.....	E	Scranton, Pa., Times.....	7,456
Milwaukee, Wis., Journal.....	E	Detroit, Mich., Abend Post.....	7,451
Milwaukee, Wis., Sentinel.....	E	Elmira, N. Y., Advertiser.....	7,365
Baltimore, Md., News.....	12,500	Milwaukee, Wis., Der Seebote.....	7,350
Covington, Ky., Post.....	12,441	Manchester, N. H., Mirror & American	7,332
Buffalo, N. Y., Commercial.....	12,419	Birmingham, Ala., News.....	7,285
Indianapolis, Ind., Journal.....	12,317	Sioux City, Ia., Journal.....	7,219
Indianapolis, Ind., Sun.....	12,208	Guthrie, Okla., State Capital.....	7,083
New Orleans, La., L'Abelle.....	12,000	Spokane, Wash., Spokesman-Review...	7,035
New Bedford, Mass., Standard.....	11,598	Utica, N. Y., Morning Herald.....	6,991
Topeka, Kan., State Journal.....	11,584	Saginaw, Mich., Evening News.....	6,700
Albany, N. Y., Morning Express.....	11,039	Brockton, Mass., Enterprise.....	6,752
Wichita, Kan., Eagle.....	10,764	Sacramento, Cal., Evening Bee.....	6,680
Albany, N. Y., Journal.....	10,654	Springfield, Mass., News.....	6,662
Topeka, Kan., Capital.....	10,523	Hoboken, N. J., Observer.....	6,632
Des Moines, Ia., Leader.....	10,500	Chester, Pa., Times.....	6,514
Bridgeport, Conn., Evening Post.....	10,464	Fall River, Mass., Globe.....	6,505
Houston, Texas, Post.....	10,372	Paterson, N. J., Evening News.....	6,483
Wickesbarre, Pa., Record.....	10,204	Binghamton, N. Y., Republican.....	6,377
Anaconda, Mont., Standard.....	9,187	Wilmington, Del., Republican.....	6,300
Lowell, Mass., News.....	9,295	Butte, Mont., Miner.....	6,295
Binghamton, N. Y., Leader.....	9,231	Harrisburg, Pa., Star-Independent....	6,234
Richmond, Va., Times.....	9,173	Holyoke, Mass., Transcript.....	6,173
Cincinnati, Ohio, Volksfreund.....	9,000	Portland, Me., Evening Express.....	6,171
Oakland, Cal., Tribune.....	8,896	Paterson, N. J., Morning Call.....	6,134
Seattle, Wash., Times.....	8,490	Saginaw, Mich., Courier-Herald.....	6,075
Binghamton, N. Y., Herald.....	8,472	Sioux City, Ia., Tribune.....	6,015
Salt Lake City, Utah, Tribune.....	8,177	Bloomington, Ill., Pantagraph.....	5,890
Grand Rapids, Mich., Herald.....	8,046	Trenton, N. J., True American.....	5,807
Lowell, Mass., Sun.....	7,918	Kansas City, Mo., Mail.....	5,500
Utica, N. Y., Press.....	7,916	Joliet, Ill., News.....	5,478
Evansville, Ind., Courier.....	7,700	Spokane, Wash., Chronicle.....	5,471
Utica, N. Y., Observer.....	7,607	Bangor, Me., Commercial.....	5,382
Pottsville, Pa., Republican.....	7,516	Dubuque, Ia., Times.....	5,341
Los Angeles, Cal., Herald.....	F	Springfield, Ohio, Morning Sun.....	5,297
San Jose, Cal., Mercury.....	F	Oakland, Cal., Enquirer.....	5,210
Bridgeport, Conn., Morning Union...	F	Gloucester, Mass., Times.....	5,124
Hartford, Conn., Courant.....	F	Williamsport, Pa., Sun.....	5,103
Hartford, Conn., Post.....	F	Portland, Me., Eastern Argus.....	5,076
Chicago, Ill., Republikaner.....	F	Portland, Me., Press.....	5,069
Chicago, Ill., Skandinaven.....	F	Batavia, N. Y., News.....	5,028
Chicago, Ill., Sun.....	F	Canton, Ohio, Repository.....	5,017
Peoria, Ill., Journal.....	F	Boston, Mass., Der Telegraph.....	5,009
Indianapolis, Ind., Sentinel.....	F	Elmira, N. Y., Gazette and Free Press	5,000
Des Moines, Ia., State Register.....	F	Watertown, N. Y., Times.....	5,000
Leavenworth, Kan., Times.....	F	Cincinnati, Ohio, Zeitung.....	4,923
Louisville, Ky., Evening Post.....	F	Joliet, Ill., Republican.....	4,682
New Orleans, La., Picayune.....	F	West Superior, Wis., Evening Tele-	
New Orleans, La., Times-Democrat...	F	gram.....	4,669
Baltimore, Md., Der Deutsche Corre-	F	Altoona, Pa., Mirror.....	4,652
spondent.....	F	York, Pa., Dispatch.....	4,522
Boston, Mass., Advertiser.....	F	Buffalo, N. Y., Mercantile Review...	4,518
Worcester, Mass., Evening Post.....	F	New London, Conn., Morning Tele-	
Worcester, Mass., Spy.....	F	graph.....	4,500
Grand Rapids, Mich., Democrat.....	F	Bridgeport, Conn., Morning Telegram	4,492
St. Joseph, Mo., News.....	F	Fort Wayne, Ind., Sentinel.....	4,446
St. Louis, Mo., Anzeiger des Westens	F	Burlington, Vt., Free Press.....	4,386
St. Louis, Mo., Die Westliche Post...	F	Salt Lake City, Utah, Herald.....	4,342
Lincoln, Neb., State Journal.....	F	National Stock Yards, Ill., Reporter..	4,335
Newark, N. J., Advertiser.....	F	McKeesport, Pa., News.....	4,304
Brooklyn, N. Y., Citizen.....	F	Watertown, N. Y., Standard.....	4,194
Brooklyn, N. Y., Freie Presse.....	F	Elizabeth, N. J., Journal.....	4,151
Brooklyn, N. Y., Standard-Union....	F	Erie, Pa., Times.....	4,135
Buffalo, N. Y., Courier-Record.....	F	Burlington, Vt., News.....	4,113
New York, Journal of Commerce.....	F	Terre Haute, Ind., Gazette.....	4,097
New York, Staats-Zeitung, evening...	F	Johnstown, Pa., Democrat.....	4,083
Troy, N. Y., Press.....	F	Mobile, Ala., Register.....	G

Montgomery, Ala., Advertiser.....	G	Memphis, Tenn., Evening Scimitar...	G
Little Rock, Ark., Gazette.....	G	Galveston, Tex. News.....	G
Fresno, Cal., Morning Republican....	G	San Antonio, Tex., Express.....	G
Los Angeles, Cal., Evening Express..	G	Salt Lake City, Utah, Deseret News.	G
Los Angeles, Cal., Record.....	G	Norfolk, Va., Virginian.....	G
Oakland, Cal., Times.....	G	Petersburg, Va., Index-Appeal.....	G
Sacramento, Cal., Record-Union.....	G	Tacoma, Wash., Ledger.....	G
San Diego, Cal., Union.....	G	Wheeling, W. Va., News.....	G
San Francisco, Cal., La Voce del Popolo	G	Milwaukee, Wis., Herald.....	G
San Jose, Cal., Herald.....	G	Fitchburg, Mass., Sentinel.....	3,687
Bridgeport, Conn., Evening News....	G	Wichita, Kan., Beacon.....	3,679
Danbury, Conn., Evening News.....	G	San Diego, Cal., Evening Tribune...	3,449
Middletown, Conn., Penny Press....	G	South Omaha, Neb., Drovers' Journal	3,841
Wilmington, Del., Every Evening....	G	Ogden, Utah, Standard.....	3,819
Macon, Ga., Telegraph.....	G	Altoona, Pa., Evening Gazette.....	3,708
Chicago, Ill., Dziennik Chicagowski...	G	Galveston, Tex., Tribune.....	3,664
Peoria, Ill., Herald.....	G	Newport, R. I., News.....	3,638
Peoria, Ill., Transcript.....	G	Passaic, N. J., News.....	3,634
Quincy, Ill., Journal.....	G	Tacoma, Wash., Morning Union.....	3,680
Evansville, Ind., Evening Tribune....	G	Kingston, N. Y., Freeman.....	3,611
Evansville, Ind., News.....	G	San Francisco, Cal., Tageblatt.....	3,598
Burlington, Ia., Hawkeye.....	G	Augusta, Me., Journal.....	3,577
Davenport, Ia., Leader.....	G	Schenectady, N. Y., Gazette.....	3,578
Des Moines, Ia., Capital.....	G	Knoxville, Tenn., Tribune.....	3,500
Dubuque, Ia., Evening Globe Journal	G	Oshkosh, Wis., Northwestern.....	3,488
Dubuque, Ia., Telegraph.....	G	New London, Conn., Day.....	3,419
Atchison, Kan., Champion.....	G	Rockford, Ill., Register-Gazette....	3,419
Louisville, Ky., Anzeiger.....	G	Stockton, Cal., Evening Mail.....	3,390
Lewiston, Me., Evening Journal.....	G	Erie, Pa., Journal.....	3,351
Baltimore, Md., Journal.....	G	Mansfield, Ohio, News.....	3,335
Fall River, Mass., News.....	G	Altoona, Pa., Morning Tribune.....	3,296
Haverhill, Mass., Evening Gazette....	G	Williamsport, Pa., Evening News....	3,298
Lawrence, Mass., American.....	G	Findlay, Ohio, Republican.....	3,249
Lowell, Mass., Morning Citizen.....	G	Yonkers, N. Y., Statesman.....	3,200
Lowell, Mass., Mail.....	G	New Bedford, Mass., Mercury.....	3,168
Newburyport, Mass., News.....	G	Stockton, Cal., Independent.....	3,120
Worcester, Mass., Evening Gazette....	G	Marshalltown, Ia., Times-Republican	3,066
Detroit, Mich., Volksblatt.....	G	Decatur, Ill., Review.....	3,058
Kalamazoo, Mich., Evening News....	G	Sioux City, Ia., Times.....	3,044
Kalamazoo, Mich., Telegraph.....	G	Saginaw, Mich., Evening Globe.....	3,000
Duluth, Minn., News-Tribune.....	G	Camden, N. J., Post.....	3,000
St. Joseph, Mo., Gazette.....	G	Columbia, S. C., State.....	3,000
St. Louis, Mo., Amerika.....	G	Pittsfield, Mass., Eagle.....	2,981
Helena, Mont., Independent.....	G	West Superior, Wis., Leader.....	2,955
Newark, N. J., Freie Zeitung.....	G	Guthrie, Okla., Leader.....	2,952
Albany, N. Y., Argus.....	G	North Adams, Mass., Evening Herald	2,944
Buffalo, N. Y., Demokrat.....	G	Norwich, Conn., Evening Record....	2,926
Buffalo, N. Y., Enquirer.....	G	Lafayette, Ind., Evening Call.....	2,925
Elmira, N. Y., Evening Star.....	G	Rome, N. Y., Sentinel.....	2,905
Newburgh, N. Y., News.....	G	Phoenix, Ariz., Herald.....	2,886
New York, Listy.....	G	Burlington, Ia., Democrat-Journal...	2,883
New York, Volks Zeitung.....	G	Fresno, Cal., Expositor.....	2,881
Rochester, N. Y., Times.....	G	South Bend, Ind., Tribune.....	2,878
Syracuse, N. Y., Journal.....	G	Janesville, Wis., Gazette.....	2,838
Syracuse, N. Y., Standard.....	G	Lexington, Ky., Leader.....	2,792
Yonkers, N. Y., Herald.....	G	Phoenixville, Pa., Republican.....	2,750
Akron, Ohio, Beacon-Journal.....	G	Washington, Pa., Reporter.....	2,700
Cincinnati, Ohio, Anzeiger.....	G	Rockford, Ill., Morning Star.....	2,651
Cincinnati, Ohio, Freie Presse.....	G	Austin, Tex., Evening News.....	2,639
Cincinnati, Ohio, Volksblatt.....	G	Pottstown, Pa., News.....	2,604
Dayton, Ohio, Evening Herald.....	G	Concord, N. H., Evening Monitor....	2,596
Dayton, Ohio, Times.....	G	Port Huron, Mich., Times.....	2,509
Toledo, Ohio, Express.....	G	Waterbury, Conn., Evening Democrat	2,500
Harrisburg, Pa., News.....	G	New Brunswick, N. J., Home News..	2,507
Lancaster, Pa., New Era.....	G	Plainfield, N. J., Press.....	2,482
Philadelphia, Pa., Evening Herald....	G	Amsterdam, N. Y., Democrat and Re-	
Philadelphia, Pa., Volksblatt.....	G	corder.....	2,405
Pittsburg, Pa., Beobachter.....	G	Ottumwa, Ia., Courier.....	2,361
Pittsburg, Pa., Freiheits Freund....	G	Schenectady, N. Y., Evening Star....	2,373
Pittsburg, Pa., Volksblatt.....	G	Johnstown, Pa., Tribune.....	2,373
Pottsville, Pa., Evening Chronicle....	G	Battle Creek, Mich., Moon.....	2,350
Scranton, Pa., Republican.....	G	Columbus, Ohio, Express.....	2,303
Scranton, Pa., Tribune.....	G	Gloversville, N. Y., Leader.....	2,300
Wilkesbarre, Pa., Times.....	G	Shamokin, Pa., Dispatch.....	2,300
Williamsport, Pa., Gazette & Bulletin	G	Birmingham, Ala., State Herald....	H
Pawtucket, R. I., Evening Post.....	G	Little Rock, Ark., Democrat.....	X
Providence, R. I., News.....	G	San Francisco, Cal., Democrat.....	H
Woonsocket, R. I., Evening Call.....	G	Denver, Colo., Mining Record.....	H
Woonsocket, R. I., Evening Reporter	G	Leadville, Colo., Herald-Democrat...	H
Charleston, S. C., News & Courier...	G	Leadville, Colo., Evening Chronicle..	H
Sioux Falls, S. D., Argus-Leader....	G	Ansonia, Conn., Evening Sentinel....	H
Chattanooga, Tenn., Times.....	G	Bridgeport, Conn., Evening Farmer..	H
Knoxville, Tenn., Evening Sentinel..	G	Bridgeport, Conn., Standard.....	H

Meriden, Conn., Record.....	H	Plainfield, N. J., Courier-News	H
Meriden, Conn., Republican	H	Auburn, N. Y., Advertiser.....	H
New Haven, Conn., Evening Leader.....	H	Auburn, N. Y., Bulletin.....	H
New Haven, Conn., Evening Register.....	H	Buffalo, N. Y., Volksfreund.....	H
New Haven, Conn., Journal Courier.....	H	Cohoes, N. Y., Evening Dispatch.....	H
Stamford, Conn., Advocate.....	H	Elmira, N. Y., Evening News.....	H
Williamantic, Conn., Chronicle.....	H	Jamesstown, N. Y., Evening Journal.....	H
Wilmington, Del., Evening Journal.....	H	Newburgh, N. Y., Register.....	H
Wilmington, Del., Morning News.....	H	New York, Courrier des Etats-Unis.....	H
Jacksonville, Fla., Times-Union.....	H	New York, Wall Street News.....	H
Augusta, Ga., Chronicle.....	H	Oswego, N. Y., Palladium.....	H
Augusta, Ga., Herald.....	H	Oswego, N. Y., Times.....	H
Columbus, Ga., Enquirer-Sun.....	H	Poughkeepsie, N. Y., Evening Star.....	H
Columbus, Ga., Ledger.....	H	Schenectady, N. Y., Union.....	H
Savannah, Ga., Morning News.....	H	Troy, N. Y., Record.....	H
Aurora, Ill., News.....	H	Akron, Ohio, Democrat.....	H
Chicago, Ill., Arbeiter-Zeitung.....	H	Canton, Ohio, News-Democrat.....	H
Elgin, Ill., News.....	H	Columbus, Ohio, Der Westbote.....	H
Peoria, Ill., Demokrat.....	H	Dayton, Ohio, Journal.....	H
Peoria, Ill., Evening Times.....	H	Hamilton, Ohio, News.....	H
Quincy, Ill., Whig.....	H	Hamilton, Ohio, Republican.....	H
Springfield, Ill., State Journal.....	H	Springfield, Ohio, Democrat.....	H
Springfield, Ill., State Register.....	H	Springfield, Ohio, Gazette.....	H
Fort Wayne, Ind., Journal.....	H	Springfield, Ohio, Republic-Times.....	H
Fort Wayne, Ind., News.....	H	Toledo, Ohio, Commercial.....	H
Indianapolis, Ind., Tribune.....	H	Youngstown, Ohio, Telegram.....	H
Indianapolis, Ind., Live Stock Journal.....	H	Zanesville, Ohio, Signal.....	H
Lafayette, Ind., Courier.....	H	Allentown, Pa., Chronicle and News.....	H
Lafayette, Ind., Morning Journal.....	H	Allentown, Pa., City Item.....	H
Muncie, Ind., Morning News.....	H	Allentown, Pa., Leader.....	H
Shelbyville, Ind., Democrat.....	H	Chester, Pa., Republican.....	H
Terre Haute, Ind., Express.....	H	Columbia, Pa., News.....	H
Terre Haute, Ind., Tribune.....	H	Easton, Pa., Free Press.....	H
Burington, Ia., Gazette.....	H	Erie, Pa., Morning Dispatch.....	H
Cedar Rapids, Ia., Gazette.....	H	Greensburg, Pa., Tribune.....	H
Cedar Rapids, Ia., Republican.....	H	Harrisburg, Pa., Patriot.....	H
Council Bluffs, Ia., Nonpareil.....	H	Harrisburg, Pa., Telegraph.....	H
Keokuk, Ia., Gate City.....	H	Lancaster, Pa., Examiner.....	H
Atchison, Kan., Globe.....	H	Lebanon, Pa., Evening Report.....	H
Lexington, Ky., Morning Herald.....	H	McKeesport, Pa., Morning Herald.....	H
Bangor, Me., News.....	H	McKeesport, Pa., Times.....	H
Bangor, Me., Whig and Courier.....	H	Norristown, Pa., Register.....	H
Fall River, Mass., Herald.....	H	Oil City, Pa., Derrick.....	H
Fall River, Mass., L'Independant.....	H	Philadelphia, Pa., Abend Post.....	H
Fitchburg, Mass., Evening Mail.....	H	Pittsford, Pa., Evening Gazette.....	H
Gloucester, Mass., Breeze.....	H	Pottsville, Pa., Miners' Journal.....	H
Haverhill, Mass., Bulletin.....	H	Reading, Pa., Review.....	H
Holyoke, Mass., Democrat.....	H	Reading, Pa., Times.....	H
Lawrence, Mass., Sun.....	H	West Chester, Pa., Morn. Republican.....	H
Lawrence, Mass., Telegram.....	H	Wilkesbarre, Pa., Evening Leader.....	H
Malden, Mass., Evening Mail.....	H	Williamsport, Pa., Times.....	H
Malden, Mass., Evening News.....	H	York, Pa., Gazette.....	H
Newburyport, Mass., Herald.....	H	Newport, R. I., Herald.....	H
Northampton, Mass., Gazette.....	H	Pawtucket, R. I., Tribune.....	H
Northampton, Mass., Herald.....	H	Westerly, R. I., Sun.....	H
Pittsfield, Mass., Evening Journal.....	H	Westerly, R. I., Tribune.....	H
Salem, Mass., Gazette.....	H	Sioux Falls, S. D., Press.....	H
Waltham, Mass., Evening News.....	H	Chattanooga, Tenn., News.....	H
Battle Creek, Mich., Journal.....	H	Knoxville, Tenn., Journal.....	H
Bay City, Mich., Tribune.....	H	Austin, Tex., Statesman.....	H
Jackson, Mich., Citizen.....	H	Dallas, Tex., Times-Herald.....	H
Jackson, Mich., Morning Patriot.....	H	Fort Worth, Tex., Mail-Telegram.....	H
Duluth, Minn., Evening Herald.....	H	Rutland, Vt., Herald.....	H
Minneapolis, Minn., Daglig Tidende.....	H	Lynchburg, Va., News.....	H
St. Paul, Minn., Volkszeitung.....	H	Norfolk, Va., Landmark.....	H
Winona, Minn., Herald.....	H	Richmond, Va., State.....	H
Vicksburg, Miss., Herald.....	H	Tacoma, Wash., News.....	H
Kansas City, Mo., Presse.....	H	Charleston, W. Va., Mail.....	H
St. Joseph, Mo., Herald.....	H	Wheeling, W. Va., Intelligencer.....	H
St. Louis, Mo., Abend Post.....	H	Wheeling, W. Va., Register.....	H
St. Louis, Mo., Tribune.....	H	Eau Claire, Wis., Leader.....	H
Springfield, Mo., Leader-Democrat.....	H	La Crosse, Wis., Press.....	H
Springfield, Mo., Republican.....	H	Milwaukee, Wis., Kurver Polski.....	H
Helena, Mont., Herald.....	H	Milwaukee, Wis., Vorwaerts.....	H
Omaha, Neb., Hotel Reporter.....	H	Hornellsville, N. Y., Tribune.....	2,223
South Omaha, Neb., Stockman.....	H	Carbondale, Pa., Leader.....	2,223
Dover, N. H., Foster's Democrat.....	H	Jackson, Mich., Evening Press.....	2,195
Portsmouth, N. H., Times.....	H	Galesburg, Ill., Republican-Register.....	2,147
Atlantic City, N. J., Press.....	H	Galesburg, Ill., Evening Mail.....	2,138
Bridgeton, N. J., Evening News.....	H	Albany, N. Y., Taglicher Herold.....	2,132
Camden, N. J., Review.....	H	Phoenix, Ariz., Republican.....	2,121
Elizabeth, N. J., Leader.....	H	Danville, Ill., Commercial.....	2,088
Jersey City, N. J., News.....	H	Columbia, S. C., Register.....	2,059

Port Jervis, N. Y., Evening Gazette..	2,054	Bloomington, Ill., Leader.....	1
Lockport, N. Y., Union-Sun.....	2,000	Moline, Ill., Dispatch.....	1
Fargo, N. D., Forum.....	1,983	Moline, Ill., Evening Mail.....	1
Biddeford, Me., Journal.....	1,942	Rock Island, Ill., Argus.....	1
Oneonta, N. Y., Star.....	1,920	Rock Island, Ill., Union.....	1
Newark, Ohio, Advocate.....	1,874	Brasil, Ind., Times.....	1
Mahoney City, Pa., Record.....	1,850	Evansville, Ind., Demokrat.....	1
Sedalia, Mo., Democrat.....	1,824	Evansville, Ind., Journal.....	1
Doylestown, Pa., Republican.....	1,803	Fort Wayne, Ind., Gazette.....	1
Charlotte, N. C., News.....	1,786	Laporte, Ind., Herald.....	1
East Liverpool, Ohio, Crisis.....	1,776	Logansport, Ind., Pharos.....	1
Salem Ore., Capital Journal.....	1,758	Marion, Ind., Leader.....	1
Greenbay, Wis., Advocate.....	1,749	Muncie, Ind., Herald.....	1
Logansport, Ind., Reporter.....	1,729	New Albany, Ind., Ledger.....	1
Frederick Md., News.....	1,714	Richmond, Ind., Evening Item.....	1
Piqua, Ohio, Call.....	1,707	Creston, Ia., Morning American.....	1
San Diego, Cal., Sun.....	1,700	Dubuque, Ia., Herald.....	1
Lockport, N. Y., Review.....	1,650	Muscatine, Ia., Evening Journal.....	1
Middletown, N. Y., Press.....	1,596	Waterloo, Ia., Courier.....	1
Muncie, Ind., Times.....	1,583	Pittsburg, Kan., Headlight.....	1
Marion, Ind., Chronicle.....	1,559	Covington, Ky., Commonwealth.....	1
Filiat, Mich., News.....	1,545	Owensboro, Ky., Messenger.....	1
Rockford, Ill., Republic.....	1,530	Portland, Me., Advertiser.....	1
Astoria, Ore., Morning Astorian.....	1,500	Baltimore, Md., Record.....	1
New Whatcom, Wash., Reveille.....	1,500	Cumberland, Md., Evening Times.....	1
Mauchchunk, Pa., News.....	1,475	Clinton, Mass., Item.....	1
Cortland, N. Y., Standard.....	1,470	Lowell, Mass., Courier.....	1
Nevada City, Cal., Transcript.....	1,462	Milford, Mass., Journal.....	1
Marion, Ind., Morning News.....	1,462	Quincy, Mass., Ledger.....	1
Marietta, O., Register.....	1,450	Ann Arbor, Mich., Evening Times.....	1
Crawfordsville, Ind., Journal.....	1,446	Calumet, Mich., Evening News.....	1
Monmouth, Ill., Review.....	1,444	Kalamazoo, Mich., Gazette.....	1
Titusville, Pa., Morning Herald.....	1,442	Lansing, Mich., State Republican.....	1
Eureka, Cal., Times.....	1,400	Marquette, Mich., Mining Journal.....	1
Colorado Spr., Col., Evg Telegraph.....	1,365	Muskegon, Mich., Morning News.....	1
Crookston, Minn., Times.....	1,361	Niles, Mich., Star.....	1
Freeport, Ill., Bulletin.....	1,360	Owosso, Mich., American.....	1
Moline, Ill., Republican Journal.....	1,359	Owosso, Mich., Evening Argus.....	1
Boise City, Idaho, Statesman.....	1,352	Saginaw, Mich., Evening Leader.....	1
Great Falls, Mont., Tribune.....	1,350	Redwing, Minn., Republican.....	1
Flint, Mich., Evening Journal.....	1,338	Jackson, Miss., Clarion-Ledger.....	1
Plattsburg, N. Y., Press.....	1,322	Jackson, Miss., Evening News.....	1
Clinton, Ia., Herald.....	1,320	Meridian, Miss., Herald.....	1
Muskegon, Mich., Chronicle.....	1,300	Meridian, Miss., News.....	1
Ashtabula, O., Beacon.....	1,298	Carthage, Mo., Democrat.....	1
Parkersburg, W. Va., Sentinel.....	1,260	Joplin, Mo., Herald.....	1
Bath, Me., Times.....	1,224	Joplin, Mo., News.....	1
Lasalle, Ill., Tribune.....	1,200	St. Louis, Mo., Hotel Reporter.....	1
Hutchinson, Kan., News.....	1,200	St. Louis, Mo., Union Stock Yard	1
Rome, Ga., Hustler.....	1,182	Journal.....	1
Waterville, Me., Evening Mail.....	1,178	Missoula, Mont., Missoulian.....	1
Vineland, N. Y., Journal.....	1,152	Dover, N. H., Republican.....	1
Matteawan, N. Y., Journal.....	1,152	Keene, N. H., Evening Sentinel.....	1
Nvack, N. Y., Evening Star.....	1,131	Nashua, N. H., Press.....	1
Albany, N. Y., Morning Herald.....	1,124	Nashua, N. H., Telegraph.....	1
Bucyrus, O., Evening Telegraph.....	1,127	Portsmouth, N. H., Herald.....	1
Adrian, Mich., Times and Expositor.....	1,113	Atlantic City, N. J., Review.....	1
Henderson, Ky., Gleaner.....	1,110	Bridgeton, N. J., Pioneer.....	1
Astoria, Ore., Evening News.....	1,106	Trenton, N. J., Evening Times.....	1
Provo City, Utah, Enquirer.....	1,100	Weehawken, N. J., Dispatch.....	1
Kenton, O., News-Republican.....	1,098	Dunkirk, N. Y., Observer.....	1
Santa Barbara, Cal., Independent.....	1,080	Flushing, N. Y., Journal.....	1
Jackson, Tenn., Sun.....	1,080	Geneva, N. Y., Times.....	1
Riverside, Cal., Enterprise.....	1,078	Hornellsville, N. Y., Morning Times.....	1
Riverside, Cal., Press.....	1,068	Ithaca, N. Y., Journal.....	1
Birmingham, Ala., Ledger.....	1	Johnstown, N. Y., Republican.....	1
Montgomery, Ala., Journal.....	1	Kingston, N. Y., Leader.....	1
San Bernardino, Cal., Times-Index.....	1	Little Falls, N. Y., Evening Times.....	1
San Diego, Cal., Vidette.....	1	Lockport, N. Y., Journal.....	1
San Francisco, Cal., L'Italia.....	1	Middletown, N. Y., Argus.....	1
Santa Barbara, Cal., Morning Press.....	1	Newburgh, N. Y., Journal.....	1
Stockton, Cal., Record.....	1	Niagara Falls, N. Y., Cataract.....	1
Cripple Creek, Col., Morning Times.....	1	Niagara Falls, N. Y., Gazette.....	1
Denver, Col., Hotel Bulletin.....	1	North Tonawanda, N. Y., Evening	1
Torrington, Conn., Register.....	1	News.....	1
Waterbury, Conn., American.....	1	Olean, N. Y., Times.....	1
Waterbury, Conn., Republican.....	1	Rochester, N. Y., Volksblatt.....	1
Winsted, Conn., Evening Citizen.....	1	Saratoga Springs, N. Y., Saratogian.....	1
Pensacola, Fla., News.....	1	Syracuse, N. Y., Courier.....	1
Tampa, Fla., Times.....	1	Grand Forks, N. D., Herald.....	1
Augusta, Ga., Tribune.....	1	Alliance, Ohio, Leader.....	1
Savannah, Ga., Press.....	1	Alliance, Ohio, Review.....	1
Belvidere, Ill., Republican.....	1	Chillicothe, Ohio, Gazette.....	1

Conneaut, Ohio, Post-Herald.....	1
Ironton, Ohio, Republican.....	1
Loraine, Ohio, Evening Herald.....	1
Mansfield, Ohio, Shield.....	1
Massillon, Ohio, Independent.....	1
Middletown, Ohio, Journal.....	1
Middletown, Ohio, Signal.....	1
Mount Vernon, Ohio, News.....	1
Newark, Ohio, Tribune.....	1
Painesville, Ohio, Evening Telegraph	1
Salem, Ohio, News.....	1
Sandusky, O., Journal and Local....	1
Sandusky, O., Register.....	1
Steubenville, O., Gazette.....	1
Steubenville, O., Herald.....	1
Steubenville, O., Star.....	1
Tiffin, O., Tribune and Herald.....	1
Urbana, O., Times-Citizen.....	1
Warren, O., Chronicle.....	1
Warren, O., Tribune.....	1
Xenia, O., Gazette and Torchlight....	1
Zanesville, O., Courier.....	1
Zanesville, O., Times-Recorder.....	1
Salem, Ore., Statesman.....	1
Ashland, Pa., Evening Telegram.....	1
Bradford, Pa., Evening Herald.....	1
Bradford, Pa., Evening Star.....	1
Chambersburg, Pa., Franklin Repos'y	1
Chester, Pa., Evening News.....	1
Columbia, Pa., Spy.....	1
Doylestown, Pa., Intelligencer.....	1
Dubois, Pa., Evening Express.....	1
Erie, Pa., Evening Herald.....	1
Lebanon, Pa., News.....	1
Mahanoy City, Pa., American.....	1
Middletown, Pa., Journal.....	1
Mount Carmel, Pa., News.....	1
Nanticoke, Pa., News.....	1
Newcastle, Pa., Courant-Guardian...	1
Norristown, Pa., Times.....	1
Pottstown, Pa., Ledger.....	1
Reading, Pa., Die Post.....	1
Reading, Pa., Herald.....	1
Shamokin, Pa., Herald.....	1
Shamokin, Pa., News.....	1
South Bethlehem, Pa., Star.....	1
Towanda, Pa., Review.....	1
York, Pa., Age.....	1
Woonsocket, R. I., La Tribune.....	1
Nashville, Tenn., Sun.....	1
Denison, Tex., Herald.....	1
Houston, Tex., Herald.....	1
Navasota, Tex., Examiner.....	1
San Antonio, Tex., Light.....	1
St. Albans, Vt., Messenger.....	1
Alexandria, Va., Times.....	1
Danville, Va., Register.....	1
Lynchburg, Va., Advance.....	1
Newport News, Va., Press.....	1
Norfolk, Va., Public Ledger.....	1
Roanoke, Va., Evening World.....	1
Roanoke, Va., Times.....	1
Ashland, Wis., Press.....	1
Greenbay, Wis., Gazette.....	1
Marinette, Wis., Eagle.....	1
Janesville, Wis., Recorder.....	1
Waukegan, Ill., Register.....	1,000
Reno, Nev., Evening Gazette.....	1,000
Burlington, N. J., Enterprise.....	1,000
Owego, N. Y., Record.....	1,000
Parkersburg, W. Va., State Journal..	1,000

Four dailies in the Directory have their circulation rating followed by this character, #, which means that the accuracy of the rating has been questioned. For this reason they are not included in the above list. They are:

Philadelphia Item.
Paterson, N. J., Guardian.

Fort Madison, Ia., Democrat.
Fort Madison Morning News.

A complete list of all the daily newspapers in the Dominion of Canada and Newfoundland, accorded 1,000 circulation or more, is as follows:

Montreal, P. Q., La Presse.....	53,942
Montreal, P. Q., Star.....	45,939
Toronto, Ont., Evening News.....	39,385
Toronto, Ont., Globe.....	31,349
Toronto, Ont., Mail and Empire.....	23,109
Toronto, Ont., World.....	22,828
Toronto, Ont., Evening Telegram.....	22,208
Toronto, Ont., Evening Star.....	17,785
Montreal, P. Q., Witness.....	14,491
Winnipeg, Man., Free Press.....	10,048
Montreal, P. Q., La Minerve.....	7,775
Quebec, P. Q., L'Evenement.....	6
Montreal, P. Q., Gazette.....	7,397
St. John, N. B., Globe.....	4,181
St. John, N. B., Telegraph.....	G
London, Ont., Free Press.....	G
Ottawa, Ont., Evening Journal.....	G
Levis, P. Q., Le Quotidien.....	G
Montreal, P. Q., La Patrie.....	G
St. John, N. B., Sun.....	3,760
St. John, N. B., Record.....	3,407
St. Thomas, Ont., Evening Journal....	3,056
Ottawa, Ont., Citizen.....	2,926
Brantford, Ont., Expositor.....	2,624
Kingston, Ont., British Whig.....	2,547
Vancouver, B. C., World.....	H
Halifax, N. S., Acadian Recorder....	H
Halifax, N. S., Herald.....	H
Hamilton, Ont., Herald.....	H
Hamilton, Ont., Spectator.....	H
Hamilton, Ont., Times.....	H
London, Ont., Advertiser.....	H
Ottawa, Ont., Free Press.....	H
Quebec, P. Q., Mercury.....	H
Quebec, P. Q., Morning Chronicle....	H
Quebec, P. Q., Telegraph.....	H
Woodstock, Ont., Sentinel-Review...	2,073
Brockville, Ont., Times.....	1,255
Chatham, Ont., Planet.....	1,200
Victoria, B. C., Colonist.....	1
Winnipeg, Man., Tribune.....	1
St. John, N. B., Gazette.....	1
Belleville, Ont., Sun.....	1
Brantford, Ont., Courier.....	1
Chatham, Ont., Evening Banner.....	1
Kingston, Ont., News.....	1
Peterborough, Ont., Examiner.....	1
St. John, Nfd., Evening Telegram....	3,000
St. John, Nfd., Evening Herald.....	H

THERE are three classes of newspaper publishers—first, those who believe an advertiser is entitled to know their circulation and are willing that he should and to take any and every step desirable for accomplishing the purpose; second, those who wish to have an advertiser *think* that they wish to have their circulation known, but are determined to avoid that result by every means possible; third, those who believe that their circulation is a private matter and concerns no one but themselves, and that inquiries concerning it are an impertinence. Publishers of the first and third classes are honest men, but those of the second class are not. Every publisher who reads this knows in which class he belongs.—*Editorial in PRINTERS' INK, Oct. 13, 1897.*

THE MINNEAPOLIS TIMES

does not have to make misleading statements to convince advertisers that it is the great advertising medium of Minneapolis, the largest city in the Northwest.

ITS PLAIN FIGURES TELL THE STORY.

It is the people's paper. By its constant fight for the right—for the people's rights, and against trusts and official wrongdoing—it has placed itself ahead of all its competitors.

IT GUARANTEES A PAID CIRCULATION OF 12,000 MORE

than any other morning daily of Minnesota on week-days, and on Sundays MORE THAN DOUBLE that of any other Sunday paper published in its State or section.

Its actual average net paid circulation, after deduction of unpaid distribution of all kinds, was for the month of November, 1897,

Week-days, 27,269 Sundays, 40,250

Its average circulation throughout 1897 was:

Daily, . . . 26,577 Sundays, 42,941

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Building, New York. 1320 Masonic Temple, Chicago.

Reaching a Million Homes.

A large advertiser who had been using the magazines exclusively for several years recently came to Mr. E. ST. ELMO LEWIS, the advertising expert, and asked: "How can I reach a million homes?" "Through the country paper," was the reply.

"The general advertiser with goods to sell to the masses can not hope to achieve the widest publicity, and consequently the largest sale for his goods, without the country paper.

"The country paper occupies a unique position among periodicals.

"It is the fireside companion of thousands of women in the farm house and the village cottage.

"It is the organ of local politics, and as such sways and is carefully read by the farmer, merchant, mechanic and local magnate.

"It penetrates and becomes a friend where the monthly and weekly and daily papers of so-called general circulation are unknown.

"It is an influence where all of these are accepted only for the amusement they afford.

"The country paper is read by that large and important class of people whose reading begins and ends with the careful perusal of its columns.

"It is the oracle of these million of homes, and as such it is of inestimable benefit to the advertiser because he shares in its influence and unique field.

"For this the advertiser pays a very little price in proportion to benefits.

"The system of co-operative publishing has reduced the charges to a fraction of worth. The system gives quick service.

"To-day I may hand my copy to the Chicago Newspaper Union and in ten days I am soliciting orders for my goods through the columns of fifteen hundred country papers.

"This system saves the advertiser the worry of making separate contracts, and the expense of clerk hire and postage; it saves the expense of checking bills, and keeping the run of the papers.

"The co-operative plan gives quality; it gives quantity; it gives these cheap.

"I can see no other good thing that an advertiser can ask in an advertising proposition."



THE CHICAGO NEWSPAPER UNION publishes 1,500 weekly papers in the Central West, the most prosperous rural district of the country. These papers are divided into nine lists, each list covering certain States.

The advertiser may use all or any combination of these lists at proportionate rates.

The Chicago Newspaper Union,

No 10 SPRUCE ST., NEW YORK.

No. 93 SOUTH JEFFERSON ST., CHICAGO.

Catalogue and rates for a postal.

SOME PRINTERS' INK TESTIMONIALS.

MODEST MERIT MODESTLY MENTIONED.

At the present moment PRINTERS' INK is in want of some genuine testimonials that shall blazon forth the Little Schoolmaster's transcendent merits—not fulsome flattery, but earnest, genuine praise from honest admirers. Testimonials are invited in this open way, because the Little Schoolmaster wants everybody to know that just now he is aching to be puffed. He invites his pupils to compose testimonials with care, write them out handsomely in a bold hand that will stand a photographic reproduction, and then just send them in. Testimonials that do not appear to be written in good faith will go into the waste basket. Such as seem genuine, but are badly written and poorly expressed, will be preserved with loving care, but not used. Such as are well written and genuine, and expressed with judgment, will be reproduced for advertising purposes or copied and commented upon in these pages. For the best dozen testimonials a sterling Souvenir PRINTERS' INK Spoon will be duly sent, one to each of the dozen writers, and to the writer of the testimonial that is the best, the best expressed, the honestest and the most genuine, there will be sent in due time a solid silver Loving Cup, upon one side of which there shall be engraved the golden words in which the testimonial was expressed, and on the other the name of the writer, the date, and some account of the object of the cup and the affectionate regard in which the successful pupil is and ever shall be held by his loving teacher. You who admire the Little Schoolmaster and his plain, straightforward but modest ways, can not do better than to just write a letter and give expression to your feelings. That letter may win the Loving Cup. Let it be addressed to PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, New York.—*Printers' Ink*, Dec. 8.

I honestly do not believe that a writer or buyer of advertising can be a non-reader of PRINTERS' INK and be a success. The fruits and flowers can not grow without the sun or the dew. But why "paint the lily"? I am grateful for my good success to the little big schoolmaster; but should I tell you why and repeat here the many, many favorable newspaper and journal comments about your humble servant, tell you how much I have made and saved for my employers, whom I have benefited, etc., etc., I would consider it a bigger ad for myself than praise due you. This letter is not written as an occasion for free publicity, but as an expression of my high opinion of your priceless usefulness in the advertising world.

When PRINTERS' INK ceases preaching, I want to cease practicing. Yours in the faith,
SAMUEL DAVIS, Adv. Mgr.
CHICAGO, Jan. 6, 1898.

DEAR ALMA MATER—I have had PRINTERS' INK almost from its initial number, and take to it naturally. It is the *only* periodical whose *every page* I invariably scan.

Its imitators and their jealousy of its success attest its merit.

To its teachings I attribute my own successes in adwriting, and I have won a dozen or more cash prizes, mostly in amounts of \$100 and \$50 each (one against over 10,000 competitors).

From my first 50c.-ad in PRINTERS' INK I received direct returns of \$212, and several times as much indirectly.

Thus by intuition, observation and experience, I can speak well of the Little Schoolmaster in the art of advertising.

W. H. EASTMAN.
EAST SUMNER, Me., Jan. 7, 1898.

We note some of the strong indorsements that Charles Austin Bates and others make of PRINTERS' INK. We can go Mr. Bates one better. We have learned by a careful study of PRINTERS' INK how to make from \$20,000 to \$30,000 a year clear profit.

Yours very truly,
N. C. MERRILL,
Pres. World Printing Co.
DENVER, Col., Jan. 4, 1898.

A few years ago I became the owner and publisher of a country weekly in a Southern

California town. The paper was fairly well blessed with advertising patronage. I subscribed for a few copies of PRINTERS' INK—18, I think—and distributed them each week among my advertisers and those I wished to become patrons of the paper. My business actually increased 50 per cent in the first three months, and kept on increasing until I sold the paper in 1895, almost entirely due to the stimulus of the Little Schoolmaster. Since returning to New York State I have used PRINTERS' INK to my financial benefit in preparing ads, and have yet to fail in bringing satisfaction and results to my customers. I consider PRINTERS' INK the most valuable aid in preparing good, solid, common sense, money-bringing ads in existence, and I mean every word I say. A constant use of the Little Schoolmaster for half a dozen years has proved to my complete satisfaction that I am qualified to make this statement. My best wishes are always with you.

ELLIS WOODWORTH.
GOVERNEUR, N. Y., Jan. 10, 1898.

Because a copy of PRINTERS' INK happened to come to my notice several years ago; because the first article that I read so absorbed my interest that I read one after another until I found that I had read that number of the Little Schoolmaster through, advertisements and all, I became a steady reader of PRINTERS' INK.

Because my interest did not lag a whit with each successive number; because each number was more interesting to me than the last; because I read it and studied it, re-read it and re-studied it; because I got back numbers and read and studied them; because it is so practical; because it is so original; because it works so well into my business and my common sense; because of all these things, I feel as though I were now equipped with a knowledge of the art of practical and common sensible advertising, such as would result from an experience of half a lifetime, the other half of which is to come in the succeeding issues of PRINTERS' INK. Very respectfully,
J. D. ALLEN.
BLOOMINGTON, Ill., Jan. 10, 1898.

I have been a pupil of the Little Schoolmaster for the past three years, and although I am not an advertiser or advertiser I consider the teachings of great value to me—of suffi.

cient value that I pay five dollars a year for them. I would pay less if I could. I would pay a great deal more if I had to.

For ten cents a week I am enabled to receive the advice, listen to the experience and consider the plans of the foremost business men and managers of the country—men who have been pre-eminently successful and are willing to tell just how they achieved their success.

Every week I get for ten cents that which would cost me to secure in any other way ten times that many dollars.

Some day I shall start in business for myself. I want to prepare myself as well as possible to conduct that business—to write up-to-date advertisements, to increase my chances for success.

That is why I'm studying PRINTERS' INK so carefully now. That is why I read and reread every article and mark the ones which I think may be of special value to me.

I believe that PRINTERS' INK sustains the same relation to advertisers that a medical college does to medicine. A man might practice medicine without a preliminary training, but think what a Klondike he'd be for undertakers!

Men may write advertisements without reading PRINTERS' INK—without consulting the best and most practical ideas, but—Bradstreet makes a report once a week of their condition.

For less than 1½ cents per day I'm securing in PRINTERS' INK a university advertising course. It is worth more than that to me if I never own a business. E. D. SNOW.

RUTLAND, Vt., Dec. 28, 1897.

CHICAGO, Jan. 3, 1898.

Editor of PRINTERS' INK:

The mental tonicity of PRINTERS' INK has impressed itself upon me ever since I began writing advertisements in 1889.

Every time I read a copy I get a push forward.

It is with a feeling of mental exhilaration hard to describe that I turn over the last leaf each week within an hour after the paper has reached me.

My best plans have been laid, my most successful advertisements written, after a dose of PRINTERS' INK's invigorating brain tonic.

I have often attributed my success to my constant study of PRINTERS' INK, and everybody knows that of all writers I am the most successful in entering into the inner detail of an undertaking, have exceptional power of creating and expressing, in vigorous and pithy style, the exact ideas most calculated to impress the buying public, and, bar Powers, *charge more for preparing matter than any one else in the business.*

Yours very truly,

E. A. WHEATLEY.

The advertiser who does not read PRINTERS' INK is not an advertiser. He is an enemy to publicity because he is a failure.

SAMUEL DAVIS,

Adv. Mgr. Kuh, Nathan & Fischer Co.,
Clothing and Woolens.
CHICAGO, Jan. 6, 1898.

There are distinctive qualities about PRINTERS' INK that make it predominant over other journals devoted to advertising. It presents fact and theory in a hitting, stimulating way.

The Little Schoolmaster says things that leave a dent in the minds of his scholars.

A perusal of PRINTERS' INK leaves a reader aglow with advertising enthusiasm. The paper is liberal in tone, and well-proportioned

as to contents; and it is forcefully yet amiably edited.

C. E. SEVERN.

CHICAGO, Dec. 15, 1897.

If you are not averse to verse, I'll gladly tell you what I think, in simple rhyme and rhythm terse, about your PRINTERS' INK:

I've known it now for years, and still its themes are kept so fresh and bright, it never fails each week to fill an hour with profit and delight.

Set up by one that does not stint the touch that Genius can impart, each issue, merely viewed as print, might well be termed "a work of art."

Its range and reach I find so wide, I'm not romancing when I state: no merchant needs a better guide to keep his knowledge up to date.

Nay, more, to post him in advance on fads and fashions that may prove the happy hit—the Klondike chance—to lift him out of failure's groove.

Ambitious, courteous, witty, kind, and patriotic in its tone; while not to others' merits blind, it does not strive to hide its own.

Denouncing fakes—on lines severe—it has its enemies, of course; but while they hate they also fear its always-present, sleepless force.

Its writers are the most renowned, and, finding that its maxims pay, among its readers may be found the kings of trade who reign to-day.

Such pithy facts its pages give, it needs no second sight to see, that as a classic it will live, inspiring business yet to be.

As in the past, may it excel, dispensing advertising chat; and grow in worth and wealth, and—well, I guess I'll let it go at that.

JAMES D. LAW.

CAMDEN, N. J., Dec. 25, 1897.

PRINTERS' INK, the recognized organ of the advertising interests of the country.

THE EVENING NEWS.

PATERSON, N. J., Dec. 16, 1897.

AD BUILDING.

If you think you can't write an advertisement properly, get help. Go to your wife or daughter or some one at home to straighten out your tangled English; but preserve your own ideas. Nobody should know better what to say than the man who has goods to sell; consequently the wit of the salesman should point the argument that introduces the goods to the people. It is true that graceful English of the kind that goes straight to the marrow of the argument without waste of words is not at the command of all of us. The gift of epigram was not scattered amongst us with lavish hand. Yet there must be some one to be found that will revise that ad and reconstruct it according to form if the skeleton idea is set straight before them. Build your ad to suit yourself. Say your say after your own fashion, no matter how homely it may seem to you. Don't try to be elegant; rather be forceful and natural. It may be polished easily enough by a capable person without destroying its character or cutting the life out of it.—*Dry Goods Chronicle.*

NO SUNDAY ADVERTISING.

Our army scrupulously observes the Sabbath. The government officially designates newspapers for publishing War Department advertisements, and there are a great many of them in the course of a year, but none can be inserted in a Sunday paper without the special authorization of the Secretary of War.—*New York Press.*

...A GREAT NATIONAL NEWSPAPER...

PROF. HARRY THURSTON PECK of Columbia College, in the *Cosmopolitan* for December, in an able article on "A Great National Newspaper," says:

"And it is not merely in the editorial pages that injustice and misrepresentation abound; even the political news reports are tainted with a partisanship that destroys their value as news, and that does more than any other thing to discredit the claim of our journalists to be taken seriously."

This charge can not be made against the

BROOKLYN DAILY EAGLE

Its news columns are absolutely fair and impartial.

PROF. PECK, speaking of the ideal newspaper, says:

"It will be a journal whose pages shall be neither dull on the one hand nor vulgar on the other. It will be courteous to its opponents, setting forth their arguments strongly and fairly, and answering them rationally, crisply and convincingly. If it makes mistakes, it will correct them gladly, and thus win the confidence of even the men who reject its views. It will have a light touch for lighter themes, but with the fire of earnest conviction glowing through it all; with an American sense of humor and an equally American sense of decency and propriety and fair play; and it will in the end possess an influence that will surpass the influence of presidents and cabinets, in that it will appeal to right reason and truth and elemental justice."

The **BROOKLYN DAILY EAGLE**

...AIMS TO BE SUCH A PAPER...

INDIVIDUALITY IN ADVERTISING.

Some advertisements are as distinctive and as readily identified as if they were printed in a different colored ink from their neighbors. It is not so much the particular position, or a certain cut, or a peculiar type arrangement of the firm name, as a distinctive style of writing which individualizes them. At the first they originated in an odd and unique wording, an unusual kind of diction, and they have been easily identified by that peculiarity ever since. You can take paragraphs from the ads of certain advertisers and jumble them altogether, and a person familiar with newspaper announcements will have little difficulty in naming the ad from which each one was taken.

Not long ago a well-known Boston furniture house decided to try an experiment, and one day while advertising a special article of furniture, they purposely left out the name and address of the firm. The result fully justified their belief that the reading public can identify advertisements by the style in which they are written. Crowds of customers went into that store during the day and asked for the particular goods advertised. Nobody seemed to be in any doubt as to where the article might be had, and stranger still, very few people even noticed the omission of the firm's name from the advertisement!


This incident clearly shows the value of having a distinctive style, and the hold it has upon the public. It shows, moreover, that the people notice and appreciate an original way of putting things, and it demonstrates the power of originality over adherence to the common ruts in advertising composition.

While it is at all times advisable, where practicable, to give a distinctive appearance to an ad, in the way of type display, it is still more desirable to have the style of diction attractive by its originality and force.

Who does not instantly recognize the meaty brevity of the Rogers, Peet & Co. advertising; or the straight directness of the Wanamaker announcements? Each of them is a literary study, and both are more extensively read than any other advertisements in New York newspapers. The individuality in an advertisement is its greatest charm. A. B. C.

MISREPRESENTATION.

The dealer who is consistent should make every effort to have his store contain all the advantages glowingly described in his advertisements. It is easy enough to put on paper enthusiastic descriptions of certain goods which on personal inspection may fall behind expectations. It is always a bad plan to represent goods to be better and worth more than they really are; the few people who are imposed upon by this form of humbuggery do not make amends for the immense numbers who are disgusted and antagonized. Competition in advertising has reached such a point that the most extravagant statements and exaggerated accounts are often indulged in by quite reputable firms, and it is merely telling the truth to say that this state of affairs is greatly to be deplored, since it puts prevarication and misrepresentation at a premium. The fact that the masses of the people are in medium circumstances and naturally anxious to buy everything at the lowest cost possible, is largely responsible for the exaggerated announcements. It would be but fair to state that people of average intelligence do not expect to get something for nothing and cheap values can not stand for anything save cheap quality. An advertisement that really appeals to sensible people is one which is a plain, well written description of the stock as it really is without unnecessary embellishments or flashy accessories.—*Stores and Hardware Reporter.*



Drive out to
EDGEWATER

The roads are perfect, scenery beautiful; when you get there, look around you and you'll find it's worth a drive to live there.

Edgewater has all the comforts of the country, and lacks none of the conveniences of the town—it is just the most desirable from any other suburb of Chicago. Forty minutes' ride from the Court House by the Clark street car, 15 minutes by the train from Union Depot, there's no more elevated road home—back to the country.

Write us, we'll send you an album of views, which will suggest to you how you may own a beautiful home—built to suit yourself on any terms. While the views are new—they'll interest you.

J. L. COCHRAN, 722 Chicago Opera House Block, CHICAGO.



Bathing
In one of the cottages and when inclined to a bath go over the city.


Can't imagine a spot where it's so enjoyable as at

EDGEWATER

Where the property runs for a mile and a half along the lake front and all of it within a block or a half block of the water's edge.

It's just one of the features worth thinking about in choosing the home. There are scores of other reasons. One's the Electric Street Road, that's nearly completed now. Let us send you our album of views—pictures of Edgewater, homes that look built to suit the buyer on any terms.

J. L. COCHRAN, 722 Chicago Opera House Block, CHICAGO.



If You Build
Please find a place you'll not want to leave out of—then see that in case you should want to change, there'd be a point in the side of the property.

Such a place is
EDGEWATER

Ask any of the folks who've lived there and tell if they wouldn't like to come back if their business permitted. We're permitted to refer to them—we'll tell you what they are all you like.

As for the investment, when will the price per acre first jump to when the houses started to be completed? It's rising steadily, healthily even.

We can interest you in a domain with no alien of view—houses that seem built to suit the buyer on any terms.

J. L. COCHRAN, 722 Chicago Opera House Block, CHICAGO.



Town Comforts
Are hard to grow up; they're hard to find many a business man within the city limits, who for safety reasons would prefer a country home. The solution is—

EDGEWATER

Easy to get to, beautiful when you get there, and with all around, quiet neighbors, and so on and so on, every resident of the town without any of its disadvantages.

Drive out there, what is it you're a cyclist or you can take 15 minutes on the train from the Union Depot, or the Clark street car from the Court House in 15 minutes. If you want a year older you could take the Electric "L" Road—let it be done then. When you get back home you'll want to think of what you've seen there; then write us for an album of views—it will show you how you can own a beautiful home, built to suit yourself on any terms. Write for the views anyway, they'll interest you.

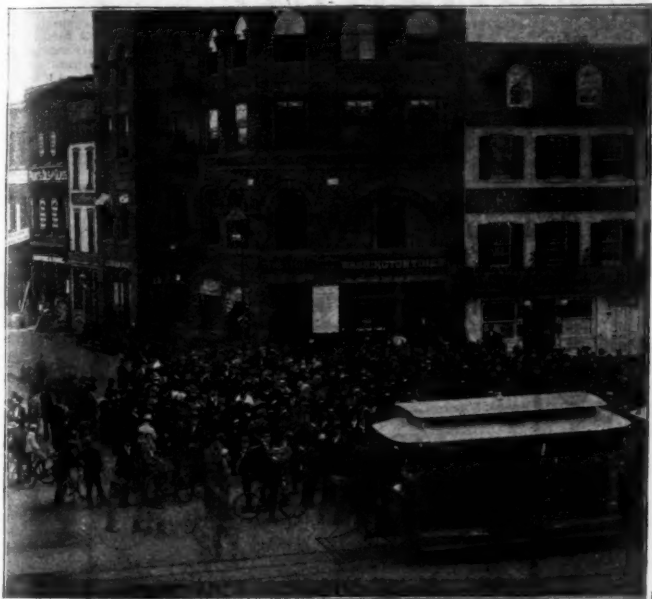
J. L. COCHRAN, 722 Chicago Opera House Block, CHICAGO.

ATTRACTIVE ADS OF A CHICAGO SUBURB.

The Largest Daily Circulation in the South.

The Advertisers' Guarantee Company swears that the
WASHINGTON TIMES has a circulation exceeding..... 38,000

under a bond of \$50,000. Free copies, exchanges and
samples are *not* counted! * * * * *



"WAITING FOR THE EXTRA."

The American Newspaper Directory, Lord & Thomas' Directory, N. W. Ayer & Son's Directory, and those directories issued by leading agencies, give the circulation of the **WASHINGTON TIMES**. The advertiser therefore knows exactly what he is paying for. There is no doubt, no guesswork about it. Advertising in such a paper pays without question. It is the only one-cent paper in the District of Columbia.

WASHINGTON, D. C.

WRITE FOR RATES TO
GEORGE F. KINNEAR,
MANAGER FOREIGN ADVERTISING

CYCLE ADVERTISING STORIES.

The balloon that used to ascend from without the fence of the circuit meets several years ago, announcing the fact that the race was "won on a Columbia," was one of the cleverest and most effective ideas of the fertile brained Bancroft. In this connection it will be remembered how quickly the same Bancroft seized the advertising opportunity when the balloon escaped from its moorings at one of the Springfield meets by having the megaphone announcement immediately made that \$100 reward would be paid for the recovery of the balloon, thus securing free advertising for it all over the country. The best bit of chance advertising, however, a bicycle ever got fell to the happy lot of the Monarch during the National meet at Asbury Park in 1895. The "Holy Moses Sunday School" band of Denver Indians had been painting the town red night after night, and as a grand finale made off with the lion's cage from the fishing pier. An inventive chief of the tribe betought himself that it was a grand idea to steal the golden, electrified lion that guarded the entrance to the Monarch cottage. It was a bold idea when the electric fluid, the local police and the red-headed, red-handed Horlinghead in charge were considered, but the suggestion went just the same. In the midst of the burglary, or highway robbery, or whatever you may chance to call it, the night-shirted Horlinghead appeared, pistol in hand, threatening

instant destruction, when his hand was seized by Bancroft, the advertising crank.

"Stop, you fool!" cried he. "Don't you see the Monarch is getting the biggest ad any bicycle ever had? Don't you see that to-morrow every paper in the country will be filled with the stealing of the lion and that the people will be asking what lion?"—*Cycle Age.*

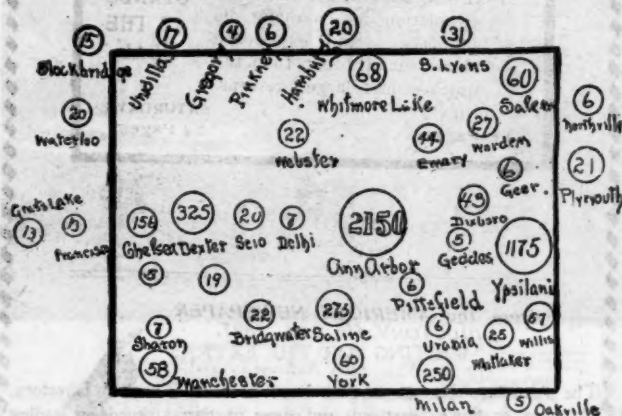
SOME REASONS FOR FAILURE.

There are many causes for the failure of advertising to produce satisfactory and anticipated results. The advertising of articles which have solid and even unique merits frequently fails to produce a satisfactory volume of business, and the reasons for this are an interesting study. One of the most common causes is that the strong point is not properly and adequately insisted on; in other words, the advertiser does not realize the strength of his own case. Another reason is that generalities are used where specific statements might be made. A yet further reason is that frequently the advertisement insists on a purely subsidiary circumstance, and, to a great extent, omits, or delegates to a subordinate position, the really main argument to which everything ought to be directed.—*London Edition Printers' Ink.*

THERE is only one kind of advertising that is cheap in the end—that's the good kind.—*Iron Age, New York.*

Map of Washtenaw County

SHOWING CIRCULATION OF ANN ARBOR DEMOCRAT.



THIS "hand-made" map, put out by a Michigan daily, is reproduced here as being of interest in showing that a piece of advertising of this kind can be produced without costly accessories. This map lacks one very necessary feature, however: it does not tell what the total circulation is. For the benefit of those who are curious about this point, it may be stated that the American Newspaper Directory gives the actual average circulation of the *Democrat* for the first six months of 1897 as being 2,710, the largest circulation of any Ann Arbor daily.

43 YEARS OLD.

The Bulletin

OF SAN FRANCISCO, CAL.

is recognized as the great home paper of the Pacific Coast, and this is the best evidence of its value to advertisers who wish to reach the buying classes :::::::::::

Successful Advertisers

recognize that the Bulletin is the leading evening paper in this section, because of its circulation, its character, its influence; and experience shows that it brings them the quickest and largest returns.

IT
STANDS
AT THE
HEAD.

DAILY
12 Pages.

SATURDAYS
34 Pages.

*From the AMERICAN NEWSPAPER
DIRECTORY for Dec., 1897.*

The San Francisco *Bulletin* is credited with the largest circulation accorded to any evening paper in San Francisco or in the State of California.



Further Information
from

F. K. MISCH,
Potter Bldg., N. Y.

A TALE AND A MORAL.

A unique mode of advertising came to my notice this week as I was washing my hands with an attractive piece of transparent toilet soap. In the middle of this cake was a card on which I read: "Cleanliness is next to godliness—see other side." On the reverse was the following legend: "This is a fine toilet soap, but it will not remove Bonnell's Nubian Iron Enamel—the best black on earth—why?—because Nubian is made to stay.—The Nubian Iron Enamel Company, Chicago." I am inclined to think that an advertising of this sort would have to be followed up with a better and more complete description of Nubian black, and urgent reasons presented to the public why home is cheerless without Nubian black enamel. The average man with average dirty hands will not know why he should use Nubian black, nor just how it is to be applied. Therefore, I contend that the soap will have to be followed with printers' ink in order to make it effective. We waste too much energy in advertising our wares. The wise hunter will not shoot into the air on the possibility of hitting ducks, but will level his fowling piece on a bunch of ducks. Subscribers of papers are bunched ducks. He who aims at them gets returns.—*Hardware Trade.*

PRESS CENSORSHIP IN RUSSIA.

You must be a born Russian to be able to write anything but the baldest news paragraphs, with the censorship held over you in terrorism. You are not allowed to say, "The Tsar appeared in good health." You must not say, unless the news has been given out officially, that the Tsar will leave on such a date, but may give it to be understood by saying, for instance, that "The Imperial yacht, Polarnaia Sviazda, will sail for Copenhagen." One of my French colleagues wired that the Grand Duke Alexis waited half an hour at the landing stage. He was pulled up by the censor, with the remark, "A Russian grand duke waits for nobody." A friend

of mine was about to write that the Tsarina had grown slightly stouter since she was in Paris, but refrained. I stated the fact, and it was allowed to pass. The censor's authority is more than that of a judge. There is no one to appeal to.—*News paperdom.*

A Sealskin Coat

Is an
Investment
that Pays Big
Dividends in
Comfort.



And to be thoroughly satisfying it should be made from selected skins cut in the fashion and sewed by people who are accustomed to work in Furs. After thirty-three years of experience in the manufacture of Fur garments I have acquired a knowledge of the business that is of direct value to my patrons, since it insures to them a

QUALITY AND STYLE

In their garments over and above what they actually pay for. I do not hesitate to guarantee Satisfaction, for I would not wish a customer to accept a garment that failed to fulfill my promises to the letter. If you are a judge of Furs you will be able to appreciate the rich beauty of my sealskins at a glance. If doubtful of your own ability to discriminate, bring your friend with you in whose judgment you have confidence. Or you may trust me—hundreds have done so without regret. I have every facility for repairing and remodeling garments on short notice.

KROJANKER,

THE FURRIER,

29 West Superior Street.

A REDUCED reproduction of an advertisement appearing in the Duluth Evening Telegram of October 16th. PRINTERS' INK solicits copies of the advertisements of other furriers, in order that this apparently neglected field may be duly exploited.

"The key to the wealth of the great State of Iowa."—

Printers' Ink, Nov. 20, 1897.

The Argument from Location

is a potent factor in determining the success of a newspaper and its value as an advertising medium. There are newspapers at Indianapolis, Portland, Ore., Los Angeles, Grand Rapids, and a few other cities, without using which the fields they occupy can not be covered. The cities are distant from other large centers of population and their leading newspapers are without real rivals in their respective fields.

DES MOINES IS SUCH A CITY AND THE

Des Moines Daily News

HOLDS THAT ORDER OF EXCLUSIVE PRESTIGE.

DES MOINES IS

358	miles from	Chicago.
329	"	" Minneapolis.
312	"	" St. Paul.
225	"	" Kansas City.
146	"	" Omaha.
360	"	" St. Louis.

There are no large intermediate points.

The great State of Iowa is all included in Des Moines' tributary territory.

Des Moines has direct railroad connection with every one of the 99 counties of the State. Trains from Des Moines reach every part of the State within twelve hours.

THE DAILY NEWS, the great Iowa newspaper, covers this magnificent field and stands alone as the newspaper which does cover it. Its bona fide paid circulation is equal to the combined paid circulation of all the other Des Moines dailies. Its present circulation is over 18,000 and steadily increasing. It is the best newspaper in Iowa, and the key to the wealth of that great commonwealth. Address,

THE NEWS, Des Moines, Iowa.

AMBITION'S APOGEE.

"The kiss of Fame and art for art's sake
were his goal
When Chromer, painter, with the world
first went to cope;
But now he barely pays for bread and
board and coal
By making lurid posters for Van Apple's
soap."
—*Town Topics.*

REQUISITES OF A POSTER.

The requisites of a good poster are few but important. It must, first of all, express an idea, preferably in pictorial form, and so forcibly, so directly and so clearly that the picture, were it to appear without lettering or title, would seem nevertheless to speak, in part at least, its own title. The execution of this pictorial idea should be artistic and decorative, to the end that it may not offend the eye, and especially that it may attract interest. Preferably, the poster should be beautiful, but it may be strikingly odd, broadly humorous, conventional or unconventional, or both, and still make its point, as if, indeed, its appeal were totally aesthetic. In point of color it should not be violent, nor yet too sombre. Generally speaking, the colors of a good poster will not alone be effectively contrasted or harmoniously blended. They will, above all, be in accord with each other. Altogether, the modern poster is a combination of ideas. It must tell its story briefly and simply, so he who runs may read. It must have individuality to the point of making an immediate impression for itself; it must be attractive and sufficiently artistic to represent the standard of the commodity which it advertises, and which, it may be assumed, is invariably high; it must contain in the simplest form possible the concentrated thought of the artist. The original design must, moreover, be sympathetically and well reproduced, whether by lithography or ordinary printing. Then, if it is a good poster, it will be talked about and achieve its aim.—*N. A. Flood, in Display Advertising.*

ORIGIN OF "HOARDINGS."

This is the correct name for boards or fences upon which posters are pasted or hung. Our philological editor has undertaken to look up the pedigree of the word, and finds that it was originally applied to the board structure, with roof, built on the top of the walls of the old mediæval fort or castle to protect the archer and give him a good opportunity to shoot or throw stones on the enemy. From the ruins of these old fastnesses the term got to be applied to any old decayed wooden building, and was used by Dickens in his novels. The transition from the old ruin or abandoned structure, so handy for the ubiquitous bill sticker, to the modern well-built billboard, is as obvious as it is interesting.—*Inland Printer.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANTED—1,600 books, English and German, in exchange for advg. BREEZE, Yutan, Neb.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ABC ENGRAVING CO., Youngstown, Ohio.

WANTED—A good cylinder press to print 6-col. quarto. Very cheap for cash. PURNELL & VINCENT, Snow Hill, Md.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes it Do.

MAIL order men, write for our proposition; clean goods; large profits. 615 Consolidated Exchange Building, Chicago, Ill.

WANTED—Position as editor of newspaper or to do editorial or editorial correspondence from Washington. Address A. HAYNES, care Printers' Ink.

WANTED—Newspaper man of long experience desires position as department writer or advertising manager on city daily or weekly. Middle or Eastern States preferred; first-class references. "ECARB," Printers' Ink.

WANTED—Advertisers to see our 32-page SUNDAY NEWS. Largest and best in Youngstown and Mahoning Valley. Sample free to advertisers. Rates 25c. inch each insertion. Address C. M. SHAFFER CO., Youngstown, Ohio.

I WANT orders to set and electrotype your advertisements. I can do better work than most printers, and work equal to that of any. I ask you to give me a fair trial on the next advertisement you want done. Address WM. JOHNSTON, Mgr. Printers' Ink Press, 40 Spruce St., N. Y. City.

WANTED—In an advertising agency, a bright, well educated young man of good address, who wishes to learn the business. Salary to begin with \$5 a week. Preference given to boy who lives at home with parents. Address, stating age and with references, JOHN LANG, Box 873, New York Post-Office.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement, after submitting specimens. Address "A. M. T.," care of Printers' Ink.

WE WANT HIGH-GRADE ADVERTISING MEN: CAN WE GET YOURS! 50,000 GUARANTEED CIRCULATION. Rates, 25 cents per aggregate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " 7 lines	24.50 " half col.
2.00 " 8 lines	28.00 " one col.
2.50 " 1 inch	35.00 " half page
3.00 " 2 inches	42.00 " 1 page
10.00 " 3 inches	100.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 23-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

BOOKS.

1898 DEPARTMENT Store Directory, U. S. and Canada, including 6c. and 10c. stores. Price \$1. S. S. MALLETT, 271 Broadway, New York.

INFORMATION.

WHAT is it you want to know? Send \$1 with inquiry. Established 1887. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Research and Inquiry Department, Washington, D. C.

SPECIAL AGENTS.

THE equipment of H. D. LA COSTE, Special Newspaper Representative, 28 Park Row, New York, is especially adapted for handling the foreign advertising of leading daily newspapers.

MAIL ORDERS.

BEST illustrated catalogue for the mail-order business ever issued—34 great sellers, 100 per cent profit. Send for sample and terms. Our system is perfect. T. J. CAREY & CO., 34 City Hall Place, New York.

NEWSPAPER METALS.

DOLLAR-SAVERS—Blatchford Stereo, Linotype and Electro Metals. Will stand longer will work at wider range of temperature, will live longer, than other metals. That's why they are the most economical. Write for pamphlet about them and prices. E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago.

BILLPOSTING AND DISTRIBUTING.

TACK up signs, distribute circulars and samples. I do it well. W. C. JAMES, Crockett, Tex.

H. B. WILBERCO, Cambridge Spgs., Pa., bill, posters and distributors. Signs painted and tacked up. Circulars, pamphlets, books and samples mailed or distributed. Write for particulars.

JOB PRINTING SPECIALTIES.

A NEWSPAPER wanted (one only) in every town in the U. S. to advertise and sell in its job printing department the "Lodgerette Bill File," pat. A device that sells at sight to almost every business and professional man. Each sale establishes a permanent customer for printed billheads. Profits 100 per cent. WM. R. ADAMS, manufacturer, Topeka, Kansas.

BARGAINS.

FOR twenty-five dollars we will print seventy-five words, or ten single lines, in two million copies (2,000,000) of conspicuous American newspapers and complete the work within eight days. This is at the rate of only one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or ten million readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons. Address, with the check, THE GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

PRINTERS.

STRIKING and attractive ad display. KNICKERBOCKER PERIODICAL PRESS, 90 Fulton St., New York.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 241-243 Dearborn St., Chicago.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you can't recoup to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ELECTROTYPES.

LINOTYPE, stereotype, electrolyte metal. Absolutely reliable, uniform and pure. Our standards need no "trial order," but orders and correspondence solicited.

MERCHANT & CO., Inc., Manufacturers, Philadelphia, Pa.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same in a line in which I am unsurpassed by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

ADVERTISEMENTS BY TELEGRAPH.

IF you murder your mother-in-law or set fire to the City Hall, the Associated Press will send the news all over the country, and the leading papers will print it under the heading of "By Telegraph"—all without cost to you. If you sell the new clock for the Capitol at Washington or supply your brand of champagne for the latest ball at the Waldorf-Astoria, we will send out the information for you, and next morning it will appear in the leading papers under the heading, "By Telegraph," and when you get our bill you will admit: 1st—That the advertisement was excellent. 2d—That the cost of it was in proportion. For further particulars, address THE GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

SUPPLIES.

VAN NIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 117-119 Spruce St., New York. Special prices to cash buyers.

ADVERTISING NOVELTIES.

I AM advertising extensively and want 999 mailable novelties or useful articles to include with my own specialty in ads and circulars. J. H. SHERA, Rutherford, N. J.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

HUESCH'S Year Books for 1896 are cloth bound desk diaries, one page for each day; two sizes, 6x3, 75 cents; 4x3, 50 cents, postpaid. We make quantities for distribution with your advertisement under the date on every page. Year Books for advertising are made to run twelve months from any date (Feb. 1, 1896, to Feb. 1, 1896, etc.). D. A. HUESCH & CO., makers, 31 Rose St., N. Y. City.

FOR SALE.

\$1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—A trade journal. Fine paid list and good advertising patronage. Address "Q," care Printers' Ink.

FOR SALE—A half interest in a daily and job office plant in a thrifty Illinois town of 7,000 inhabitants. Address CAD ALLARD, Beardstown, Ill.

DROP a nicker in an envelope addressed "AD SENSE," 123 Washington St., Chicago, and get a copy of that journal—brimful of horse sense for business men.

NEWSPAPER ADVERTISING IN THE UNITED STATES. A book of two hundred pages, containing a catalogue of about six thousand newspapers, being all that are credited by the American Newspaper Directory (December edition for 1897) with having regular issues of 1,000 copies or more. Also separate State maps of each and every State of the American Union, naming those towns only in which there are issued newspapers having more than 1,000 circulation. This book (issued December 15, 1897) will be sent, postage paid, to any address, on receipt of one dollar. Address THE GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

REWARDS.

TO complete Volume I and II of PRINTERS' INK I need No. 18 of Volume I and Nos. 11, 12, 25, 26 of Volume II. To the first person sending any one or all of the five above missing numbers I will present a coupon good for a year's subscription to PRINTERS' INK. Address "W. C. S.," care of Printers' Ink.

REWARD—A liberal reward, one in proportion to the value of the service, will be paid for a list of the names of the members of the alleged Suburban Press Association of New England who were present at the alleged meeting said to have been held in Boston, when it is alleged that the members present passed a resolution to the effect that the methods of the American Newspaper Directory are beneath contempt. Application has been made to all the one hundred and thirty-eight alleged members of this alleged association, including its one hundred and four alleged vice-presidents, but thus far it has not been possible to unearth any member who is willing to admit that he was present—with the single exception of one Whitaker, the alleged editor and publisher of the *New England Farmer*, who is suspected of having been not only the instigator of the resolution, but also to have been the only member present at the alleged meeting, and of having written, offered, passed and reported the famous resolution all alone. Any one having knowledge to the contrary will confer a favor and earn a reward by communicating with the editor of the AMERICAN NEWSPAPER DIRECTORY at No. 10 Spruce St., New York.

P. S.—No reward will be paid for the discovery of Whitaker.

PREMIUMS.

PREMIUM seeds for publishers. See ad below.

PREMIUM seeds for publishers. Varieties that people want. Quality, quantity and prices right. Have supplied the New York World, Ag. Economist, Farm and Fireside, Green's Fruit Grower, etc. You need them, for nothing "pulls" like seeds. A. T. COOK, Hyde Park, N. Y.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

A. O. U. W. RECORD, Denver, Col., over 10,000 proved circulation. Write for terms.

A DVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

INDORSED introduction to over 240,000 religious homes. How I Write to THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

REPUBLICAN JOURNAL, Littleton, N. H.; largest circulation and best paper in State north of Concord; 2,800 guaranteed; rates low, but firm; service the best.

THE Rochester, N. H. COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,300. A good country paper at a great trade center.

THE TIMES-UNION is one of the papers in which an advertiser gets his money's worth. Its circulation is larger than all the other dailies in Albany combined; its readers are the very best people in Albany and vicinity. JOHN H. FARELL, editor and proprietor, Albany, N. Y.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$1.50. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 15,000 copies. Address Southern Branch New York Musical Echo Co., 163, 165 and 169 Congress St., Savannah, Ga.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISEMENTS CONSTRUCTORS.

DIXEY, 150 Nassau St.

"ASK LEWIS ABOUT IT."

LEWIS makes medical ads pay.

LEWIS' address is PENN MUTUAL BLD., Phila.

CLAARENCE F. CHATFIELD, 179 Front St., Oswego, Tioga Co., N. Y.

CHARLES F. JONES, World Building, New York.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

PAYING ADVERTISEMENTS are written by ROY CLIFTON OSGOOD, Athol, Mass.

POETICAL advertisements a specialty. Correct versification. Literary merit. BRIGGS, P. I.

E. A. WHEATLEY, effective advertising, 341 Dearborn St., Chicago. New York office, 114 Fifth Ave.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

"PUSH" is handicapped unless it is backed up with printing that makes a hit. No one does this kind of printing quite so well as THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

FOR DRUGGISTS—100 ads for \$1.00, written by a practical druggist, embracing everything advertisement in a drug store. Type display as it should be. Perforated leaves. HARRY M. GRAVES, Writer of Advertising for Druggists, Williamstown, Mass.

WILL send at my expense to any reliable house for consideration, an original, clever and artistically strong sketch suitable for advertising bicycles, tires, etc. Will make up into card, show card, poster, cover, or insert delineated by a noted artist. Address LEWIS SAXBY, 100 Gerken Bldg., New York City.

DONT waste powder and shot where there is no game. We know where the game is, and we know of those who have entered the woods without a guide and returned with empty bags. An experienced guide means happy hunters and full purses. Poor advertising in good territory means inadequate returns. Good advertising in poor territory is money wasted. Right methods; right mediums; right matter. THE WHITMAN CO., 37 Nassau St., N. Y.

QUOTE FOR PRINTERS—Every printer is after dollars. The surest way of getting those dollars is by successful advertising.

In the past few years I have paid big prices to leading New York experts for writing and illustrating my ads. They have proven exceptionally profitable. These ads can be used for blotter, postals, or large ad-cards. I will sell a series of six of these cards (manuscript and stereotypes) for \$9. This is much less than they cost me.

The benefit of the experience I have gained in advertising my printing office grows with these cuts if desired. FRANC. E. SHEIRY, 635 D St., N. W., Washington, D. C.

THE profitable placing of advertising consists first in preparing good copy. Copy that says what ought to be said in a convincing way. Second in setting the matter in such type as will catch the eye and embellishing the same with a picture if one can be determined on that will tell its story at a casual glance. Third, in the selection of papers that reach the largest number of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and cheap on account of the great service they can render. To secure these points for the advertiser who employs us is our practice and profession. Address THE GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

Kansas in 1897

Total value of
Total value of

No State in the Union offers a more promising field
SUNFLOWER STATE

The Topoka

Is the direct road to the best class of people in the State.
and in circulation, character and the confidence

AVERAGE CIRCULATION FOR 1897: DAILY, 10,24;

OVER 300 TONS OF WHITE PAPER.

GRAHAM PAPER CO.

Offices and Salesroom,

209 TO 219 NORTH MAIN STREET.

WAREHOUSES: { 1720 TO 1730 North Main Street and
1229 TO 1237 North 6th Street.

Mr. DELL KEIZER, Business Manager,

THE CAPITAL, Topeka, Kansas.

DEAR SIR—Your inquiry of December 20th received. In reply we beg to say, that our records show we made and shipped to THE CAPITAL for use in 1897, 29 carloads of White Newspaper, aggregating 605,301 pounds. This is 30,000 pounds more than you used in 1896.

We have booked your contract for 24 carloads of paper to be delivered during the year 1898, and are pleased to note the steady increase of THE CAPITAL's circulation.

Yours very truly,

GRAHAM PAPER CO.,

H. M. FRENCH, Sec'y.

ST. LOUIS, December 12, 1897.

THE KANSAS NEWSPAPER.

WILLIAM ALLEN WHITE, IN EMPORIA GAZETTE.

THE CAPITAL is easily not only the best Kansas newspaper, but it is the most Kansas newspaper—using the word Kansas as an adjective. THE CAPITAL stands for all that is good and wholesome in the Kansas character—integrity, energy and progression. Its honor is never in question; its news is never prurient; its ideal is high. It is anything but a fog. That is THE CAPITAL. That is Kansas.

THE GAZETTE has had a solicitor out in Lyon County all this summer and fall, and THE CAPITAL was called for by the people in clubs more than all other papers put together. THE TOPEKA CAPITAL seems to strike the average Kansas man as just about the right thing. It is built on his plan.



SOLE
AGENTS
FOREIGN
ADVERTISING.

The S. C.

THE ROYKER
CHICAGO.

Value of Agricultural Products, \$136,335,258.
Value of Live Stock, - - - 94,074,885.

From field for the Advertiser in 1898 than the
LOW STATE.

Topeka Capital

the State. It reaches every city and county in Kansas,
the confidence of the People has no rival.

10,24; SUNDAY, 11,439; SEMI-WEEKLY, 15,953.

POST-OFFICE FIGURES.

SHOWING NEWSPAPER POSTAGE PAID IN TOPEKA IN 1897.

THE CAPITAL PAYS MORE THAN ALL THE OTHER TOPEKA PAPERS TOGETHER.

THE CAPITAL, \$4,183.17.

State Journal
State Journal, weekly
Democrat, daily
Kansas Farmer, weekly
The Advocate, weekly
Railroad Register, weekly
North Topeka Mail, weekly
Fulcrum, weekly
The Kansas Telegraph, weekly
Bimetallist, weekly
Merchant's Journal, weekly
Call, weekly
Christian Advocate, weekly
State Ledger, weekly
North Topeka News, weekly
Medical Journal, weekly
People's Friend, monthly
Western Odd Fellow, weekly
Western School Journal, monthly
Kansas Worker, monthly
Our Messenger, monthly
Kansas F. A. & I. Union, monthly
Kansas Endeavorer, monthly

\$3,810.90

24 Poultry Breeder, monthly
25 Baptist Visitor, monthly
26 Washburn Mid-Continent, mly
27 Temperance Monitor, monthly
28 Protector, monthly
29 Washburn Reporter, monthly
30 Temple Klocken, monthly
31 Western Veteran, monthly
32 Forsamlingen Budbarare, mly
33 The Cyclor, monthly
34 Western Patriot, monthly
35 Kansas States Notes, monthly
36 Gleanings, quarterly
37 The New Woman, monthly
38 The Lance, monthly
39 Shorthand For Everybody, mly
40 Kansas News, weekly
41 The American, weekly
42 The Washburn Review, weekly
43 Western Pigeon Review, weekly
44 Barks and Cackles, weekly
45 Kansas Messenger, weekly
46 Kimball Family News,

THE CAPITAL IN EXCESS OF THE OTHER
46 PAPERS COMBINED **\$372.27.**

S. C. Beckwith Special Agency,

COOKERY,
LAGO.

TRIBUNE BUILDING,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, 1901 the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JANUARY 19, 1898.

In the spring of 1892 the New York Board of Trade and Transportation appointed a committee to consider the existing postal laws and bills for their modification, and communicate to the Congressional Committee on Post-Offices its opinions and recommendations; and a little later—viz., April 13, 1892—on recommendation of its Committee on Postal Laws and Bills for their Modification, adopted the following:

Whereas, Books, periodicals, newspapers, and other printed matter disseminate and preserve useful information, advance civilization, and increase and facilitate business, it is wise to provide for their distribution at as low a rate as can be afforded, and as attempts to classify and discriminate have a tendency to repress or injure useful enterprises,

Resolved, That in the opinion of this board the postage on all classes of printed matter should be uniform.

It may be some years before the opinion of the New York Board of Trade and Transportation shall become the opinion of Congress; but until it does there will be endless trouble in and with the Post-Office Department and no end of injustice and favoritism, despite the best effort of the most competent Postmaster-General to prevent either

MR. ELLIS F. DRAPER, proprietor of the E. F. Draper Advertising Agency, of New York City, has for more than ninety days been a resident of Fargo, of the State of North Dakota, and the truth of this assertion, like the accuracy of most newspaper circulation statements, has been verified under oath.

THE intelligent middle classes are the people who are most responsive to advertising.

THE paper that secured its own readers by advertising is apt to have readers that are readily influenced by advertising.

THE best advertiser is not the man who spends the most money, but the man who secures the most attention and interest for the money he expends.

MR. RALPH TILTON, recently advertising manager for Carson, Pirie, Scott & Co., of Chicago, is now advertising manager of the *Ladies' Home Journal*, Philadelphia.

ADVERTISING is not a thing to go of itself, and carry you, any more than a crutch is; but, like that useful utensil, it will help you mightily if you will supplement it by a little vim or a "hustling" on your own behalf.

MAYOR JAS. D. PHELAN, of San Francisco, says that the reform ticket, which was recently elected in that city, owes its unusual majority to the influence of the *Bulletin*. Mr. L. R. Ellert, who was formerly mayor of the city, says the *Bulletin* is the most influential Republican newspaper on the Coast.

IN Canada, the postmaster is about to remove the restriction which prevents the user of a postal card from utilizing the front of the card for advertising purposes. Eventually the same fad will extend to the States, and thus one more burden will be added to the life of the post-office clerks.

THE celebrated and popular Presbyterian clergyman of Fifth Avenue and the gentleman who dispenses the advertising favors of the Royal Baking Powder Co. each receive the same compensation, viz., \$15,000 per year. Dr. Hall is a good man probably and Mr. L. F. is known to be "Absolutely pure."

IF ever-before in the history of our country there has been reason for business hope, there is warrant for confidence now.—*N. Y. Times*.

THEY who are in closest touch with the business world are most confident of the security of the situation and the brightness of prospects.—*N. Y. Times*.

If there is one fact about advertising that is well established, it is that its effect is cumulative.

ONE reason why there is no such thing as a market price for advertising space is the impossibility of determining its exact value.

THE *Washington Evening Star* printed, during 1897, 16,362.82 columns of paid advertising, an average of 52.28 columns per day. No *Star* is issued on Sunday. This total was exceeded by but three papers in the United States, whether printing six or seven days per week, the *New York Herald*, the *New York World* and the *Brooklyn Eagle*. These three papers, including their Sunday editions, printed more. If, however, display or mercantile advertising alone is considered, the *Washington Evening Star* printed more columns (10,006.29) than any other newspaper in the country.

PRINTERS' INK does not aim to be consistent, but it is moderately consistent in four things: First, its rule is never to insert anything in reading matter that is not inserted free. Second, because an advertiser advertises in PRINTERS' INK he is not on that account entitled to free puffs in the columns of the paper. Third, PRINTERS' INK never loses an opportunity to puff an advertiser. Fourth, in order that its puffs may be well deserved, PRINTERS' INK takes great pains that its advertisers shall be only the people who can be puffed with beneficial results to the reader as well as to the advertiser.

It is becoming the fashion nowadays for the papers of prominence to advertise in PRINTERS' INK; particularly is this the case with papers that possess some exceptional merit as advertising mediums. An eight-line advertisement for a whole year in PRINTERS' INK costs only \$208. A quarter-page, one time a month, advertisement is to be had for \$300. Papers of sufficient prominence find themselves warranted in using space in PRINTERS' INK to the value of from \$600 to \$10,400. Sooner or later it is expected that some eminent publisher will buy the double middle pages, the price of which is held at \$300 a week, or \$15,600 a year. They are very cheap at that price. The enterprising publisher always feels the need of advertising his paper, just as

much as the merchant does his business, and for the same reason. Because PRINTERS' INK is read by all American advertisers it is selected by publishers as the one medium available for making known their circulation, character and the value of the field covered, and every other thing which goes to prove the paper's extraordinary value. PRINTERS' INK, for the past ten years, has been constantly discussing problems in advertising, especially those relating to newspaper advertising. There is hardly a newspaper man or an advertiser of prominence who has not, at some time, contributed to its columns. It is PRINTERS' INK's province to make advertisers think for themselves, and arrive at sound conclusions. This has made PRINTERS' INK the success that it is, and raised it to its present authoritative position as the "Journal for Advertisers" — "The Little Schoolmaster in the Art of Advertising." The newspapers advertised in its columns get the benefit of the wide influence that the little journal exerts. The reading matter of PRINTERS' INK, from time to time, has frequent reference to different papers used to illustrate an argument, and to aid the reader to form a just conclusion and determine his best interest. The editor of PRINTERS' INK has no hesitation about saying good things about a good paper, whether it is advertised in its pages or not, but when it happens that the paper mentioned is one advertised in PRINTERS' INK, he is always specially glad to tell something about it that will be useful to the paper as well as to advertisers. It is much easier to say something of benefit to a paper when it is the best in a State or of its class, or in a city or a region of country that ought to be, and could be, covered by advertisers with profitable results. PRINTERS' INK has no space in its reading columns for sale. Every word that appears as reading matter is inserted absolutely without charge. A contract for advertising in PRINTERS' INK carries with it no right to notices of any sort: but for all that PRINTERS' INK realizes that advertising patronage is what makes its existence a possibility; and is more than glad to aid its friends by countenance, encouragement and publicity, always free of charge, just as often as anything turns up that, besides being of value to the advertiser, is of interest to the advertising public as well.

THE idea that every letter requires an answer is obsolete. Circulars nowadays can not always be distinguished from genuine letters. Most business men find it sufficient to answer letters that look like business and treat all others with a healthy sort of neglect.

JUDGE DALY, in the Supreme Court, Jan. 11, handed down a decision continuing the injunction obtained by the Commercial Advertiser Association, restraining the newspaper issued under the title of "The New York —" from using the title "The New York Commercial." The owners of that paper, he held, might use the adjective with a substantive, such as, for instance, "The New York Commercial List," which would not infringe upon the title of the *Commercial Advertiser*.

PURE AND OTHERWISE.

Office of
M. G. STONEMAN & SON,
Makers of
Awning, Tents, Flags, Sails.
50 years on Quay Street.
ALBANY, N. Y., Jan. 10, 1898.

Editor of PRINTERS' INK:

Will you kindly give us an idea what we ought to pay for six lines reading notices, three times a week for three months, for six months and one year; daily paper (evening), said to have 23,000 circulation; generally from four to eight pages, eight columns to a page. Respectfully,

M. G. STONEMAN & SON.
J. M. C.

The Albany *Times-Union* must be the paper our correspondent has in mind. The *Times-Union* will insert reading matter at prices varying from fifteen cents to a dollar a line, according to position and the nearness of approach to what is called "pure reading matter." Our friend, Mr. Farrell, the editor, still sells his *purest* reading matter for a dollar a line—God help him.—[ED. P. I.]

THE SUPERSEDED WEEKLY.

BEFORE WOOD PULP AND WEB
PRESSES CAME.

From the Preface of the American Newspaper Directory of 1872.

Weekly papers are the favorite advertising mediums, and as they obtain comparatively high prices for their space they are therefore the most profitable, except in very large cities.

From the Preface of the American Newspaper Directory for 1890.

Of all publications the weekly is most popular.

NO POST-OFFICE INTERFERENCE.

McKEESPORT, Pa., Jan. 6, 1898.

Editor of PRINTERS' INK:

In your issue of January 5 you have an article entitled: "Ads That Spoil Others." After reading it I decided to ask you to give me some information in regard to the right of a newspaper to refuse an advertiser.

The case is as follows:

This city has a population of about 30,000, we are but fifteen miles from Pittsburg, and about fifty per cent of the ready-made clothing worn here is bought at Pittsburg.

There are five first-class clothing stores in our city, each one a constant and large advertiser in both of our evening papers, spending annually, about equally divided between the two papers, \$7,000.

A certain Pittsburg clothing house advertises once a week, "during the busy season only," in both papers, takes large space every Friday. The clothiers of this city called upon the proprietors of the papers and asked them to refuse to accept the Pittsburg clothing ads, explaining how it hurt us, etc.

The owners of the papers claim that they can not refuse the ad of the Pittsburg concern on account of the postal laws, etc.

Will you kindly inform me if that is true. Can they refuse the ad without any danger of being prosecuted by the Pittsburg clothier? Respectfully yours, L. J. HARR.

The McKeesport papers may refuse the Pittsburg ad without any fear of interference from the postal authorities. The post-office officials are rather "previous" at times, but this is a matter that even the most officious of them would decline to meddle with. Still, PRINTERS' INK believes the McKeesport papers do right in accepting the Pittsburg advertisement. Although this is a free country there is too much disposition manifested to run other people's affairs. If the Little Schoolmaster were publishing those McKeesport papers he would take all the reputable Pittsburg advertisements offered, and if he were running a clothing store in McKeesport he would not kick but would try very hard to see if he could not sell as good a coat for as little money as the Pittsburg concern does, and advertise the fact.—[ED. P. I.]

CHICAGO SCARED BY \$100.

The New York *Times*, in its issue of Monday, January 10, publishes the following important information received by telegraph:

CHICAGO, Jan. 9.—Arthur Van Blatt came here to-day from Carbondale, Ill., with \$120. He spent \$10, but when he tried to get the hundred-dollar bill changed he found himself in trouble. He offered the bill at a lunch counter, but there was not that much money in the house. He went to saloons, tobacco stores, hotels, lunch houses, and every open store for blocks and blocks. The police could not help him, and to-night he is hungry and does not know what to do.

ABOUT QUALITY.

QUANTITY WITHOUT QUALITY MAY BE WORTH VERY LITTLE; BUT QUALITY WITHOUT QUANTITY IS WORTH NOTHING.—[ED. P. I.]

95 WILLIAM STREET, }
Jan. 6, 1898. }

Editor of PRINTERS' INK:

In your issue of December 29 you invite suggestions respecting the choice of Mr. L. D. Morse's "Strongest Seven" as advertising mediums. In my estimation, Mr. Morse has chosen too many of the magazines which reach the same class of people. For instance, the *Cosmopolitan Magazine* is bought and read by the very people who take *Munsey's* and *McClure's*, and I feel quite certain that if the facts were known, as I have been able to ascertain, the advertisers would discontinue the use of either one of the three, and substitute in its place one of the standard reviews, such as the *North American Review* or the *Forum*. The *North American Review* might be somewhat more effective than the *Forum* on account of its long and successful establishment, by which it must have built up a clientele unequalled by any other magazine, which advertisers would do well to cater to on account of the ability of the readers to purchase just what advertisers had to dispose of. In the course of my business I have had the opportunity of interviewing numerous successful advertisers, and the general opinion is that it is not so much quantity as quality that pays in advertising a business, that such magazines as *Munsey's*, *Cosmopolitan* and *McClure's* are read by a class of people who seldom look through the advertising pages and much less patronize the advertisers.

It seems strange that with all the facilities for better discernment, advertisers to-day are running wild for quantity—viz., large circulation—instead of what they should be anxious for—quality.

However, in my opinion, the advertising fraternity must sooner or later come to the conclusion that quality, no less than quantity, should be one of the first considerations in choosing a medium for successful advertising. Very truly yours,

FREDERICK J. GROEHL.

When the Little Schoolmaster received this communication he submitted a number of questions to Mr. Groehl. The questions and answers are published below:

Q. Admitting that quality is of more account than quantity, would you for that reason, being satisfied with the quality, feel that no information need be required concerning quantity?

A. No; I don't ask you to admit that quality is of more account than quantity.

Q. As a further illustration of the idea, would you think an advertisement in one copy of the family Bible worth more than the same advertisement in four hundred thousand copies of the *New York Sunday Journal*?

A. Not worth answering. An absolutely extreme case.

Q. Pursuing the same thought, do you

know how many copies are printed monthly of the *North American Review*?

A. I do not. But any intelligent advertiser must know that publications, like the *Forum* or the *North American Review* have a substantial circulation. The fact that they are found all over the country, and are recognized as among the most potent periodical influences, proves that.

Q. Do you know how many copies are printed monthly of the *Forum*?

A. I do not.

Q. Admitting, for the sake of argument, that the quality of the *Forum* and of the *North American Review* is just as high as it can be, does it in your opinion make any difference to the advertiser whether each of these sells one thousand or fifty thousand copies; that is, will one thousand *North American Reviews* in your opinion, on account of quality, be just as good to the advertiser as fifty thousand copies of the *North American Review*?

A. Of course not. I might ask you in turn whether advertisers can rely upon the circulation statements of all publishers who made statements of what kind? Do you know what proportion of copies printed can properly be described as advertising circulation? But that is to say only that quantity is to be considered.

Q. If there is an objection to the duplication of circulation, is not that a valid reason why a man should never advertise two days in succession in a daily paper?

A. The duplication may be unwise and excessive. It is for that reason that I suggested the substitution of another magazine, and the adoption of my suggestion would not do away with duplication on the list.

Q. Having answered these questions, do you still think your communication of Jan. 6 to PRINTERS' INK is a sound document?

A. I do.

ONLY the man who has done very little advertising thinks he knows all about the subject.

WM. C. FREEMAN, the New York *Journal* advertising man, receives a salary of \$200 a week, or \$10,400 a year, which is an increase of \$2,900 on the salary he received in 1897. The increase was directly brought about by the influence of Messrs. C. M. Palmer and E. Katz, both of whom highly value Mr. Freeman's services and regard them as cheap at the price paid for them. It seems absurd that a single man should get for his own unaided services as much money as PRINTERS' INK is able to demand for its outside cover pages.

MAGAZINE CIRCULATIONS.

ARE OUR MAGAZINES BEGINNING TO
BE ASHAMED OF THEIR CIRCULA-
TIONS?

Attention has been directed by PRINTERS' INK to the curious reticence of Mr. Munsey, the Messrs. Harper & Brother, The Century Company, Messrs. Scribner's Sons and the *Review of Reviews* concerning the actual output of these excellent periodicals. *McClure's* and the *Cosmopolitan* seem to be conspicuous examples of more open dealing. The Little Schoolmaster has frequent notice that inquiry concerning circulation is very distasteful to the magazine publishers, and Mr. Lanier, of the *Review of Reviews*, appears to have finally made up his mind not to tolerate this sort of nonsense any more. His conclusions are tersely expressed in the following letter:

Office of
"THE AMERICAN MONTHLY REVIEW
OF REVIEWS,"
13 Astor Place.
NEW YORK, Jan. 8, 1898.

Editor of PRINTERS' INK:

You are still and repeatedly publishing the false statement that the circulation of the *Review of Reviews* is above 40,000, but below 75,000 copies per month. You print this falsehood in the face of the following facts and of your claim that you really wish to ascertain the truth of the circulations you quote:

First: On the last and only occasion, to my knowledge, on which your representative has been in this office I personally gave him proof from our books and accounts of the circulation for the current month, which was at that time 95,000.

Second: Messrs. Ferris Brothers, our printers and your own, have shown you in detail the circulation of the *Review of Reviews*, and have also assured you that the circulation of the *Review of Reviews* has not fallen so low as the highest limit you give us in your Directory and in PRINTERS' INK within the entire time that they have been printing this magazine.

Third: The actual paid circulation of the *American Monthly Review of Reviews* is at present 121,000, at a time of the year which leaves it certain that the succeeding months will show a higher figure.

The statements and blanks which you have sent to us have not been signed because we did not wish to make any official statement to you of our circulation when you are willing to take the official statement of any unreliable publication, and when, in consequence, our truthful statement of circulation would be compared with scores of inflated circulations with no distinction apparent to the reader of your book. But you have had, as above noted, every opportunity to find out the truth for yourself.

We hear inquiries from people concerning the fall in circulation of the *Review of Reviews*, as quoted in your Directory and weekly, and we have these inquiries when the paid circulation of the magazine is larger than at any time in its history. If your pub-

lications have any authority or effectiveness at all, or any reason for existence, they have injured us by their false statements just to the extent of such effectiveness.

We have abundant witnesses to prove that you were informed of the true state of affairs, and that you still credit us with between 40,000 and 75,000 circulation, when we are selling between 120,000 and 130,000. We are advised that under these circumstances it is not possible for you to injure us in this way without suffering for it in the courts.

While, frankly, it seems to be as fair as it is desirable to have that publicity given to our present extraordinary paid circulation which proof in a court trial would afford, still we have every desire to give you the opportunity of making reparation and of telling the truth in the future. We should be interested to hear what you have to propose.

Yours truly,
CHARLES D. LANIER,
Business Manager.

Mr. T. F. Kennedy, who disburses advertising orders from the Geo. P. Rowell Advertising Co., says that he was informed that the reason why the *Review of Reviews* hesitates to give a definite circulation statement is because some of the various advertising agencies in their books give this particular monthly credit for issuing about two hundred thousand copies, which is a very much nicer rating certainly than forty thousand, and if the lower rating is the nearer to truth, Mr. Lanier would seem to be quite justified in pursuing his policy of silence tempered by threatened libel suits. Referring more particularly to Mr. Lanier's statement, there is occasion to say here that every statement made by Mr. Lanier, concerning which the editor of PRINTERS' INK has any knowledge, is untrue. Pursuing the rule of averages, it would, perhaps, be proper to conclude that all the other statements are true. There is a story of a man who when very ill, was comforted by his physician with the statement that he was sure to recover, "because," said the doctor, "ninety-nine out of a hundred die of the disease from which you are suffering and I have already lost ninety-nine cases. Yours is the hundredth case, so you are sure to get well."

On the basis of the census of 1890, New England's population is 4,700,798, scattered over an area of 62,000 square miles, an average of 75 persons to the square mile. In the State of New York the population exceeds 5,997,853, covering an area of 47,620 square miles, which would give an average of 125 persons to a square mile. In Massachusetts, which has an area of 8,040 square miles, the population exceeds 2,238,943, giving an average of more than 278 people to a square mile.

Daily Newspaper Advertisers

Appreciate the value of THE MAIL AND EXPRESS and use its columns liberally. During the year 1897 it published more columns of paid advertising than any other New York evening paper. There can be but one reason for this. It pays advertisers.



The Mail and Express

203 Broadway, New York.



Magazine Advertisers

Should look into the half-tone magazine issued with the Saturday edition. It has proved to be a profitable advertising medium for magazine advertisers desiring the quick returns that newspaper advertisers demand. Send for a copy of magazine and rates.

KIRK'S WHITE CLOUD

A BRIGHT ACTIVE WOMAN
GRASPS AN ADDITION TO HER
TOILET WHEN FOUND TO BE
BENEFICIAL TO HEALTH & COMFORT.
ON THE SOAP QUESTION
SHE IS FIRM IN ACCEPTING
KIRK'S WHITE CLOUD.

FLOATING SOAP

IT FLOATS; AN ORIGINAL IDEA.

A new star has arisen in the Central West. He parts his name in the middle and it is J. Ellsworth Gross. His profession is that of "advertecture." His home is in Chicago. The picture reproduced on this page is a specimen of what Mr. Gross can do, and the follow-

ing description sets forth, in a style that is flowing, though modest, comprehensive, but delicate, Mr. Gross' opinion of the success he has achieved:

The artistic eye will not fail to notice the finish of this reproduction. At the first glance it is a mystery how these lights and shades are so rounded and so delicate; so apparently the delineation of a group of living forms. Where is the wonderful artist whose drawing

can produce such effects? But the truth is there was no such artist or drawing, no more than there has been such a living group. A close study may reveal the fact that the whole scene was modeled in relief and then photographed, this elaborate process being resorted to in order to create a delusion that is next door to reality.

SCOTT & BOWNE AND THE OHIO FOOD LAW.

In our issue of Dec. 29, 1897, we published a letter written by Commissioner Blackburn, of the Ohio Food Commission, addressed to Messrs. Scott & Bowne, of this city, advising them to take Scott's Emulsion out of the State of Ohio. The letter stated further that certain chemists had discovered the presence of morphine, which was the reason for his peremptory action.

It seems that under the law, preparations containing drugs that are commonly known as poisons, can be sold in the State of Ohio legally, provided a certain caution label bearing the skull and cross bones and the word "poison" be placed on the goods. Messrs. Scott & Bowne unequivocally deny that their preparation contains, or ever did contain, a single grain of morphine, and absolutely refuse to place the caution label on the bottles, as it would imply the presence of this drug, which is entirely contrary to the facts.

There are included in the list of proprietary articles attacked by Commissioner Blackburn a number which have a world-wide reputation and years of standing. In many cases, the proprietors admit, in minimum quantities, the presence of drugs which are commonly termed poisons, but deny that the quantity is harmful, and urge their presence as necessary to the medicine. The position which these preparations are obliged to take is one of fighting the interpretation of the law as construed by the Commissioner and its constitutionality; in both contentions they are likely to succeed, but Scott & Bowne declare they do not come under the law in any way, and are irrevocably determined to contend the question on the square issue that their preparation does not contain any deleterious substance whatever. Their position is fortified by the analysis of some of the greatest chemists of the country, and especially those of Ohio, who have unanimously declared the absence of any deleterious substances. Their position is also sustained by the affidavit which we publish herewith which could not be made and defended were it not, in every respect, absolute truth.

STATE OF NEW YORK,
CITY AND COUNTY OF NEW YORK, ss.:

SAMUEL W. BOWNE, being duly sworn, says, that Scott & Bowne have never in their busi-

ness career used a single grain of morphine or any of the alkaloids of opium in "Scott's Emulsion" or in any other product manufactured by them.

I make this statement on personal knowledge derived from the personal care and supervision of the business and manufacture of the Emulsion from its inception down to the present date.

To thoroughly satisfy myself, I have had six of the leading chemists of the United States carefully examine "Scott's Emulsion," and now have before me their reports, in which they state that not a trace of morphine can be found in any of the bottles of "Scott's Emulsion" which were picked up in different parts of the country. SAMUEL W. BOWNE.

Sworn to before me this 31st
day of December, 1897.

FREDERICK S. WAIT,
Notary Public,
New York County.

Scott's Emulsion is sold throughout the entire country, and if it contained a deleterious substance it would be immediately discovered, and no firm would face the public with an unqualified affidavit so easily proved or disproved unless it were truth *per se*. We are glad to give publicity to this side of the case and to record the above statement as a vindication of the reputation of a house against whom no previous accusation has been made, much less sustained.

Scott & Bowne have issued a circular guaranteeing to defend any druggist against prosecution for morphine under the Ohio law.

"NEEDED—A CHURCH ADVERTISER."

In the best sense of advertisement, this is one of the greatest needs of our churches. Some one in each church who would, with bright ideas and in new ways, but regularly all the year round, make it his business to advertise his own church, just as a business man does his business, and for the same purpose, to draw more customers for the pearl of great price that the church has for sale.

The devil knows the value of advertising in connection with his wars, as our fences and sign posts and newspapers show. But the churches must awake out of sleep and use this mighty power *ad verbo*—that is to "turn towards," to turn men towards Christ.

Who is to do it? Not the pastor. He ought to be part of all the value in the church and can not seem to advertise himself. No, not the pastor, but some business man, who is a good Christian and a good advertiser of his own business. Or a bright young man or woman who will give thought and time and perseverance to it.—*Congregationalist and Canadian Independent.*

EDUCATIONAL institutions can well cultivate a faculty for advertising.

OFFICE OF
DER NEUTRALIST (GERMAN) AND MONTGOMERY TRANSCRIPT,
SKIPPACK, PA.

Publishers American Newspaper Directory,
New York City.

January 1, 1898.

Gentlemen—Inclosed herewith please find detailed statement of the circulation of the "Montgomery Transcript" for the year 1897.

In this connection it might not be amiss to say that we have never had any difficulty whatever to obtain a correct rating in your Directory, and we have not in five years advertised in the book, either. We know that publishers who send a statement to you that bears the stamp of truth have no difficulty in securing a correct rating.

With the compliments of the season, we beg to remain,

Yours very truly,

Eugene Daubert
Business Manager.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., II.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

Oakland (Cal.) *Enquirer* (1).—The actual circulation of the *Daily Enquirer* is 2,000 greater than that of all other Oakland dailies combined. The actual circulation of the *Weekly Enquirer* is fully 400 greater than that of any other weekly paper published in Alameda County.

Sacramento (Cal.) *Record-Union* (2).—Is the only seven-day paper in Northern and Central California outside San Francisco. It receives the full Associated Press morning report exactly the same as the large morning dailies of San Francisco. It is four hours nearer by rail than they to all of Northern and Central California. It owns its own building and its own 20,000 an hour capacity perfecting press. It operates on the premises five Mergenthaler linotypes, and has a model stereotyping plant. It was established in 1831 and consolidated in 1875. Its home is the center of the greatest fruit-growing region in the State. It is the cleanest paper, and is recognized as pre-eminently the family journal of the State. It leads in circulation in its field.

San Francisco (Cal.) *Star* (1).—Goes to more homes than any other weekly journal on the Pacific Coast. Its circulation books are open for inspection to all.

CONNECTICUT.

Derby (Conn.) *Evening Transcript* (1).—The only one-cent daily covering Derby, Ansonia, Shelton, East Derby, Derby Junction, Huntington Center, Oxford and Monroe. The home newspaper of Derby.

GEORGIA.

Barnesville (Ga.) *Georgia Farmer* (1).—Circulation is guaranteed to be 5,000 copies each issue, distributed principally in Middle and Southern Georgia. An excellent opportunity is thus offered advertisers who want to reach the best people of this territory.

ILLINOIS.

Chicago (Ill.) *Birds* (2).—We are printing 40,000 copies per month.

Chicago (Ill.) *Midland* (1).—The leading newspaper of its church (United Presbyterian). The only weekly periodical of its church published outside of the State of Pennsylvania. A family magazine, preserved the whole week and read by all the household; then kept for reference, or lent to neighbors.

Chicago (Ill.) *Orange Judd Farmer* (1).—Offers you 74,000 circulation each week, and covers the Central and Western States.

Chicago (Ill.) *Western Ploughman* (1).—

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

An agricultural and family journal of large circulation among the most substantial and progressive farmers.

Chicago (Ill.) *Young People* (1).—Sworn circulation, average for 1897, 20,000. Only publication of its kind in Chicago or the West.

Mattoon (Ill.) *Star* (1).—Largest circulation of any paper between Chicago and Cairo, and between St. Louis and Terre Haute. Circulation: Weekly, 3,600; daily, 920.

Monticello (Ill.) *Platt Co. Republican* (1).—Leading county paper. Largest circulation. Most county news.

Pekin (Ill.) *Post* (1).—Daily established 1885; circulation 1,068. Weekly established 1835; circulation 2,665.

INDIANA.

Evansville (Ind.) *Courier* (1).—Largest circulation in Southern Indiana.

Peru (Ind.) *Republican* (1).—It is credited with the largest circulation of any newspaper in the Eleventh Congressional District. It publishes no daily, and hence holds its circulation in the city of Peru, as well as the county and country outside. Has a large list of subscribers at every post-office in Miami County, and a large list of subscribers who have moved West and still feel an interest in the old home "in yander."

Richmond (Ind.) *Enterprise* (1).—Has the largest circulation and is the best advertising medium among Wayne County weeklies.

Terre Haute (Ind.) *Evening Gazette* (1).—Circulation largest in the State, outside of Indianapolis.

Terre Haute (Ind.) *Tribune* (2).—The issue of the *Daily Tribune* of Saturday, December 12, 1897, contained the advertisement of A. Herz (Herz's Bazar), which occupied 480 inches, just four full pages. The publishers of the *Tribune* claim that this is the largest space ever occupied by any firm in any newspaper in Indiana up to the above date, Saturday, December 12, 1897, and challenge any one to beat it. From December 12 to December 24 there were 316 columns of advertisements in this paper, amounting to 6,320 inches. Some publisher beat this.

IOWA.

Des Moines (Ia.) *News* (1).—It is believed by the manager of the *Des Moines Daily News* that no daily newspaper in the Union is more uniformly distributed throughout its home State, or has a clearer, cleaner or more solid lead over all State competitors than has the *Des Moines News*.

Des Moines (Ia.) *Wallace's Farmer and Dairyman* (1).—The official agricultural paper of Iowa. More bona fide paid-in-advance subscribers than any other agricultural paper in Iowa.

Guttenberg (Ia.) *Press* (2).—The only paper published in the largest town in Clayton County. Circulation at the present time 1,067.

Ottumwa (Ia.) *Courier* (2).—Has the larg-

est circulation of any newspaper in the Sixth Congressional District of Iowa, and there is a reason for it. It publishes the news; it is clean, reliable, enterprising and independent. It does not attempt to compete with the Chicago and other metropolitan newspapers on the news of the universe (though it publishes something about every important matter), but it does see to it that no other paper on earth competes with it in the publication of the news of the special territory, embracing ten counties, which it occupies. It is for this reason that a majority of the people of Ottumwa, Wapello County, and the Sixth Congressional District of Iowa, regardless of politics, will have the *Courier*, hence a circulation which we guarantee to be more than three times that of any other daily paper in the district.

Sac City (Ia.) *Sun* (1).—Largest circulation in Sac County.

KANSAS.

Chanute (Kan.) *Morning Sun* (1).—The largest circulation of any daily in the county.

Manhattan (Kan.) *Nationalist* (1).—Is the oldest paper in the county, and is the recognized organ of the dominant party. Its circulation is larger than that of any other paper in the county, and four to five times larger than some of its competitors'. Sworn statements of circulation furnished advertisers upon application.

Oskaloosa (Kan.) *Times* (1).—The *Times* is the paper for the advertiser, because, 1st. Always good, clear print. 2d. Has the largest circulation in the county. 3d. Satisfactory service at reasonable rates. A county seat paper, such as the *Times*, which publishes all the official county news, always has a better class of readers than mere local papers, no matter how good they may be.

KENTUCKY.

Louisville (Ky.) *Commercial* (1).—Largest morning circulation in Louisville.

MAINE.

Bath (Me.) *Independent* (1).—The unique, original down East weekly. The leading weekly in Bath, Brunswick and vicinity.

Eastport (Me.) *Sentinel* (1).—Largest circulation in Washington County.

Ellsworth (Me.) *American* (1).—Has a larger circulation than all the other papers printed in the county combined. It has subscribers in 30 States of the Union; it goes to 416 post-offices; it goes to every town in Hancock County, and to 106 of the 116 post-offices in the county. To reach a county constituency, an advertiser must use a county paper. That's what the *American* is—and it's the only one in Hancock County.

Norway (Me.) *Oxford County Advertiser* (3).—The *Advertiser* circulates more papers in the territory which provides customers for the merchants of its publication town than any other paper in New England. The advertising in our columns has been no small factor in drawing to the stores of this place a trade of city proportions.

Phillips (Me.) *Photograph* (2).—Leading sportsmen's and tourists' paper in the State. Devoted to fishing and hunting interests. Is read by the class of people who buy fishing tackle, arms, ammunition and outfits for lakes, streams and woods. "News of the North Maine woods and country."

MARYLAND.

Snow Hill (Md.) *Penninsula Press* (1).—Circulates throughout Maryland, Delaware and the Virginia Peninsula.

MASSACHUSETTS.

Stoughton (Mass.) *Record* (2).—I am sure many of your contributors to the "Claims Department" will be interested to know that

the *Record* is by all means the best paper published in Stoughton, that its circulation is more than double that of its only competitor, and that its real live advertising is also fully double. Its Christmas number of ninety-six columns, each twenty-two inches long, was the biggest, handsomest and best paper ever published in town.

MICHIGAN.

Ann Arbor (Mich.) *Washtenaw Home Visitor* (1).—Has the largest circulation in Washtenaw County of any periodical published.

Homer (Mich.) *Vidette* (2).—Has twice the circulation ever attained by any other Homer paper, and is by far the best printed and edited paper ever published in Homer.

Jackson (Mich.) *Patriot* (1).—The only morning and the only Sunday morning newspaper in a territory fourteen and a quarter miles square.

MISSOURI.

Springfield (Mo.) *Republican* (1).—Only Republican paper in Springfield. Larger circulation than any other paper in Southwest Missouri.

Unionville (Mo.) *Republican* (1).—Only Republican paper in county. Circulation (sworn), 2,550. In Putnam County, 2,150.

MONTANA.

Anaconda (Mont.) *Standard* (2).—The *Standard* is published under the most unique conditions of any newspaper in the United States, its circulation being larger than the population of the town in which it is published, and its principal field (Butte) for both advertising and circulation being twenty-eight miles from its publication office, which is reached by special train at 5.15 a. m. daily. Its paid circulation is greater than that of any newspaper published in Oregon, Washington, Idaho, Utah, Wyoming, North and South Dakota and Montana, with the single exception of the Portland *Oregonian*. Its circulation in the State is guaranteed to be three times as large as any other newspaper in Montana.

NEW HAMPSHIRE.

Derry (N.H.) *News* (1).—The best medium in Southern New Hampshire; 15,000 readers.

Laconia (N.H.) *Press* (1).—The only daily newspaper in New Hampshire north of Concord.

NEW JERSEY.

Newark (N. J.) *Russell's Convention Dates* (2).—Only paper in America that announces from one to four months in advance the place and time of meeting of all conventions, grand lodges, sporting events, educational, trade, religious, political, scientific and social meetings or conferences. Secretaries' name and address given. Only advertising medium that reaches all the secretaries of all conventions, organizations and public meetings. Published weekly, and always up to date. Invaluable for hotel proprietors, amusement bureau people, general passenger agents, daily newspaper editors, trade and secret society publications, and all who are interested in large public gatherings.

Summit (N. J.) *Record* (2).—The brightest and best local newspaper in New Jersey, and the only medium through which advertisers can reach all the residents of Summit and this section of the State.

MANITOBA.

Winnipeg (Man.) *Commercial* (1).—The only journal which reaches the trade of Western Canada from Lake Superior to the Pacific Ocean.

QUEREC.

Rock Island (P. Q.) *Stanstead Journal* (1).—Largest circulation and best advertising medium in Stanstead County.

A REMEDY FOR PRICE CUTTING.

NEW YORK, Dec. 23, 1897.

Editor of PRINTERS' INK:

When one store tries to stir up the town by cutting the price on an article of known value, it is the rule for some other store in the same town to bring the price down still lower. Then the store that made the first cut comes back with a still deeper slash and before many days the good shoppers of that town are getting goods below the actual cost.

I have worked several schemes to prevent competitors from overshadowing special sales that had been arranged in stores for which I was doing the advertising.

Once I spent a lot of money working up a special sale of Funk & Wagnall's New Standard Dictionaries. Our price was \$12. The books went off readily at that price until our competitors across the way began selling the same book at \$9.98. Our price the next day was put down to \$8.98. The other store made a big hurrah and offered the work at \$8.25. The third day we put about 400 dictionaries on a big center table and marked them \$7.25. Both firms were now selling the books below what they paid for them in 1,000 lots. But still the battle went on. Our competitors were hard-headed. They did not meet or lower our price in their newspaper advertisements on the fourth day, but when their store opened I soon learned that they had up a bold ticket reading:

**FUNK & WAGNALL'S
NEW \$12 STANDARD DICTIONARY.
5.98.**

This was too good. We soon mustered about forty salesmen and saleswomen from our forces and armed them with \$6 each. They were instructed to attend the dictionary sale. Within two hours we had bought a whole wagon load of our competitor's books, one by one, at \$5.98—dollars and cents below cost. At 11 a. m. that day the sale was stopped, we having secured all of the books sold at the very low price, except about twenty. Our competitors got onto the game and restored the price to regular business. That ended the book fight.

At another time the same firm fought us on an umbrella sale until goods made to sell at \$1.25 were going at 49c. The purchase of about 125 umbrellas by our people at the cut price put a stop to this foolishness.

I know of one store that bought more than 300 cakes of Dr. Woodbury's 15c. soap at 5c. per cake, one cake at a time, in one day. And of another store that completely cleared its competitors of Mme. Yale's toilet preparations during a sale of these goods at about one-third regular prices.

If you are having any serious price-fights you will find the remedy here given a very safe cure.

SAM E. WHITMIRE.

IN TOLEDO.

Office of "TOLEDO EVENING NEWS." }
TOLEDO, O., Jan. 7, 1898. }

Editor of PRINTERS' INK:

In your article of October 27th I do not think that justice has been done to the Toledo Commercial. The Sunday Commercial has, in my estimation, a larger circulation than any Sunday paper published in Toledo. The daily probably stands third in circulation.

J. P. WAKEFIELD.

THE dealer in pelts should have no "skin game" suggestions in the ad.

A CANADIAN MERCHANT.

SIMCOE, Can., Jan. 8, 1898.

Editor of PRINTERS' INK:

Simcoe is a live town in Southwestern Ontario, with a population of over 3,000. The most successful firm in the county is that of Northway, Anderson & Falls, who also have stores at St. Thomas, Tilsonburg and Orillia. Mr. H. S. Falls, the local manager, is an enthusiastic advertiser and firm believer in printer's ink. His business motto is: "Advertise, and be sure to live up to the strict letter of your advertisements." Mr. Falls is a user of newspaper space almost exclusively. True, he supplements this with a judicious amount of poster and dodger advertising, but schemes have no fascination for Mr. Falls. Every paper in the county carries his announcements, and the two town papers, the *Simcoe Reformer* and the *British Canadian*, have each a column ad. One-third of a column long by three columns wide, is his regular space. The fact of his firm having large capital to take advantage of special bargains, and being direct importers, is emphasized. Special sales are introduced frequently, generally when there is some good excuse for it. For instance, last summer the merchants inaugurated the half holiday system, and all stores were closed Thursday afternoon. Mr. Falls introduced Thursday morning sales, and offered special values in certain lines, in the endeavor to do as much business in the forenoon as would be done in an ordinary day. On one occasion there was a great deal of talk about an old lady, "the heroine of Long Point," who rescued a number of sailors from a shipwrecked vessel. Mr. Falls had a local newspaper man write a sketch of the heroine and her heroic act. This was nicely printed on toned paper with a page ad on the other side. This made an attractive supplement, which all the papers with whom he advertised inserted in their regular issue free of charge. A reception was tendered the old lady at the store and thousand of people flocked to town to shake hands with her. One summer evening hundreds of people from town and county gathered to hear an open air concert by a band stationed on the roof of the store building. A competitor vacated the store he had occupied for years to move into a bigger one. Mr. Falls at once leased the windows of the vacant store, had the front painted, and his window dresser fixed it up so that every article displayed bore a placard reading: "This article is for sale at the big store on the corner."

C. STAN ALLEN.

ANOTHER CHINAMAN'S AD.

RED BANK, N. J., Jan. 6, 1898.

Editor of PRINTERS' INK:

In PRINTERS' INK of Jan. 5 W. S. Croy, of Xenia, Ohio, states that he has seen but one advertisement of a Chinese laundryman. Mr. Croy thinks a Chinaman who advertises must be getting Americanized. Here in Red Bank, New Jersey, Chinamen have advertised for a long time. They not only advertise regularly, but they offer bargains and at times

Laundry Prices Reduced.

Shirts, 8 cents; collars, 1½ cents; pair cuffs, 3 cents; undershirts, 6 cents; shirts ironed, 6 cents. Family washing done in the best manner. See Yee, 30 West Front street, and Broad street, next to Sickles & Clay's.

cut rates of laundering in their ads. Here is one which is now being run in the *Register*. Yours truly,
JOHN H. COOK.

A TRUE FREAK.

BROOKLYN, N. Y., Jan. 7, 1898.

Editor of PRINTERS' INK:

The inclosed advertisement, clipped from the guide book issued by the Milbourne Advertising Agency of Baltimore, Md., is, I

AN UNUSUAL HARMONY.

Owners and Publishers of the
"A, B, C PATHFINDER RAILWAY GUIDE."
BOSTON, Jan. 4, 1898.

Editor of PRINTERS' INK:

There seems to be an unusual harmony be-

TEXAS FOOLS

Send out of the State for nearly everything they need or use, and pay a higher price for it than they would probably pay for the same article nearer home, just because

They See it Advertised.

We have the names of more of these Texas people on our subscription book than any other newspaper in North-West Texas, and if you want their money ask for it.

The Blade Headlight.

S. E. SPEER, Proprietor.

BOWEN, TEX.

think, entitled to a prominent place in your collection of "freak" advertisements. I predict a warm time for the publisher of the *Blade Headlight* should this catch the eye of any of his subscribers. Yours very truly,
J. T. FITZGERALD.

STACK WAS STUCK.

CHICAGO, Jan. 3, 1898.

Messrs. Geo. P. Rowell & Co.:

You quote, and, as I understand it, guarantee circulation of the *Houston Press*, daily, 6,486, and the weekly, 12,768. On this information, largely, the writer made a contract with this paper for the Dr. Harter Medicine Company. Dr. Harter's agent wires me to-day from Houston that the *Press* is "no good, has little or no circulation." He says that he has made inquiries of the news-dealers in Houston for this paper and none of them knew of it. Prominent hotels never heard of it. By referring to the city directory he found it located one mile outside the city and run by a man's wife at his house. The owner is a broken-down real estate man who runs a little advertising sheet to boom real estate, and he finds upon careful examination that they have no circulation, either daily or weekly, and made false statements to get the rating they have. He says it will simply be a total loss to use the *Press*, even at a low figure, as 250 will more than cover its circulation. He says that the *Houston Post* reluctantly corroborates this information.

Very truly yours,
J. L. STACK.

TO BE ARRAIGNED TODAY.

Mrs. Nack's Attorneys May Consent to a Sentence of 21 Years.

NEW YORK, Jan. 2, 1898. Mrs. Augusta Nack, the accomplice of Martin Thorne in the murder of Guldenauppe, will be arraigned before Justice Garretson in Long Island City tomorrow, and will plead guilty to manslaughter. District Attorney Youngs, it is understood, will consent to the imposition of a sentence of 21 years in the penitentiary at Sing Sing. This sentence, it is understood, will also be acceptable to Mrs. Nack's attorneys.



Grin

and bear it. That's what you'll have to do if your

tween reading and advertising matter in the inclosed clipping from a Boston paper.

Yours truly,
N. E. WEEKS, Manager.

WHO WILL HELP HIM?

Office of
THE J. DEWING COMPANY.
Subscription books a specialty.
SAN FRANCISCO, Cal., Jan. 6, 1898.

Editor of PRINTERS' INK:

Can you give us the addresses of several of the principal agencies who have built up a mail order business by advertising? We believe that some of these parties issue catalogues, and we also want to know of some one or more parties who are advertising *special articles*, in the daily or weekly papers, with great success. Can you refer us to any of these goods which are having great success at the present time? We do not know whether a business of this character can be built up on the Pacific Coast or not, as the population here is perhaps not large enough to make it profitable. A friend of ours is desirous of commencing such a line of business here if he can decide on the goods which are the most saleable to the public, and, after investigation, he finds that the chances are favorable to his success. Any definite information you can give us relative to this matter will be greatly appreciated by

Yours very truly,

THE J. DEWING COMPANY.
M. S. Dewing, Vice-Prest.
An old subscriber to PRINTERS' INK.

THE piano seller should consider where advertising is his forte.

TRADE COMBINATIONS AND ADVERTISING.

It is still an open question as to just how much or how far commercial combinations affect advertising. There is no doubt that the drift of things commercial is toward large aggregations of capital—towards "combines," "trusts," "syndicates."

On the whole it may be said that monopoly is the foe of advertising. A monopoly does not usually need to advertise. It can sell its goods without using much printer's ink, for people must buy of those who control the goods wanted.

Competition is not only the life of trade, but the life of advertising. The more competition, the more advertising.

This can be well illustrated by taking the bicycle trade. It is doubtful if any single article has been more liberally or more widely advertised than the bicycle. Does any one imagine that all this advertising would have been done, if there had been a monopoly in bicycles? No; most of it has been the result of the great amount of competition. There are to-day from two hundred and fifty to three hundred bicycle manufacturers in the field, all reaching out for trade. From the start, when bicycles were improved, competition has been wonderfully sharp and strong, and advertising soon became an absolute necessity.

Let us take a contrasting illustration—the Standard Oil Co. This company is admitted to be the biggest of all big combinations—a monopoly. How much advertising does the Standard Oil Company do? The amount of money expended by the company for advertising is very small compared to its enormous volume of business. There are, perhaps, a dozen concerns with one-tenth the business that do twice as much advertising as this oil company. Why? Simply because these concerns have strong competition, and must advertise in order to get a large business.

It would seem that, as soon as there is a trade combination, the first thing to be cut down and off is advertising. This is called "reducing expenses." A combination regards advertising as an unnecessary expense, and so it is crossed off the ledger.

There is no doubt, then, that these commercial combinations have led to the contraction of advertising. For example, there may be six or eight competing concerns. They all advertise as long as they are competitors, but let them combine, then the six or eight different advertisements are all combined into one advertisement.

The trade papers more than others have

felt the contraction of advertising due to trade combination. Many of them have been most profitable properties, largely because they had so many pages devoted to the advertising of rivals in the trade. When these rivals combined, their advertising has been cut down one-half or more. Several years ago the bottling trade papers reaped a harvest from the liberal advertisements of the manufacturers of soda water fountains. When the manufacturers combined, their advertising was reduced one-half or two-thirds. The same trade papers had the same experience with the cork manufacturers, who, when they combined, contracted their advertising one-half. Other cases might be cited.

It is a matter of some speculation to determine just how far these modern combinations of capital are going to affect advertising. Of course much depends on the kind of combination and the kind of business done. It may be that in the near future we shall have combination competing against combination, and that will, of course, help advertising. Thus, there have been two rival combinations in the cigarette trade. Both have been liberal advertisers and both have made cigarettes cheaper and better than before.

L. J. VANCE.

TWO DONT'S.


If your name is Mr. So-and-So and you manufacture pills, don't tell a sick man that he can't live unless he takes "So-and-So's pills." While the pills may facilitate his recovery, it is quite possible that, with a little more time, he may recover just as completely without them. He will be very much more willing to believe that the pills will give him great relief than that he will die if he does not take them, and when you have convinced him that the pills will give him relief, you have done enough to cause him to buy. Don't try to push a man with caustic predictions of calamity, but try to pull him with logical arguments.

Don't tell a merchant that he can not live, and sell goods and prosper, and lay up money, unless he advertises, because many merchants in the smaller places are doing that very thing. Tell him why he may be able to sell more goods and be more prosperous, and lay up more money by the careful use of a few hundred dollars' worth of newspaper advertising space a year. HOLLIS CORBIN.

The ad of a trance medium should be full of spirit.

Successful advertising is the art of telling the public the truth about your business.

THE DAWN OF PROSPERITY
comes simultaneously with the
dawn of good advertising



We write and design good advertising. Do you want that kind?
MOSES & HELM.

HE PATRONIZED THE ADVERTISERS.

I take my bath and use *Pear's Soap* each morning when I rise,
Get Pear's Soap at Quentin's, Eighth and Edmond.
 Then clean my teeth with *Sesodent*, like all men who are wise.
Get Sesodent or Witch Hazel Cream at Quentin's Drug Store
 My linen I put on; and one of *Earl & Wilson's* collars,
Bought of J. L. Schneider, 419 Felix.
 Then get into my *Byrns* suit, which cost me sixteen dollars.
High Art Tailor, 117 North Sixth Street.
 I put my feet in *Regent Shoes* and then to breakfast go,
Sold only by Griffith, 413 Felix.
 Commencing, say, with *Quaker Oats* or possibly *H. O.*
Bought at Allen's Seventh and Edmond.
 A cup of *Baker's Cocoa* and a slice of *Krug's* ham,
Bought at Allen's, Seventh and Edmond.
 I take some *Vieques* rolls, for food of them I am.

I next put on my *Dunlap* hat and go to seek my car,
Get Dunlap Hats of Theo. Edwards 421 Felix.
 The while I smoke a *Park* or a *Robert Mantell* Cigar.
Sold by all first-class dealers.
 I buy a morning paper, on my journey to peruse,
Buy The Herald, of course.
 And scan the advertisements, after reading through the news.
Reads your ad.
 And when I reach the office and sit at my *Derby Desk*,
Get Desks of Weigel & Son's Furniture Co. 107-111 S. Sixth.
 I use *Waterman Fountain Pen* to write my stories picturesque,
Get your pens of Kirpatrick & Co., 721 Felix.
 Perhaps I'll eat *Smith's Sweets* or chew some *Beeman's Peppin Gum*—
Smith's Sweets sold at 421 Felix.
 'Tis said chewing something helps one's tardy thoughts to edifice.

For lunch I take some *Heinz' Baked Beans* and probably *Foiet Beer*,
Best lunch at Hudson's, 617 Edmond.
 Or maybe a *Club Cocktail*, which the inner man will cheer.
Bought of Textor Bros., 416 Felix.
 At dinner, *Franco-American Soup* precedes my daily fare,
You get the best at Textor Bros., 416 Felix.
 And *Beardley's Shredded Codfish* is welcome viand there,
Bought at Allen's, Seventh and Edmond.
 Some *Armour's Beef* or mutton, with a glass of *Mumm's Champagne*.
You get the best at Textor Bros., 416 Felix.
 And capped by some *New England Pie*, refreshes me again,
You get the best at Textor Bros., 416 Felix.
 I may take *Postum Coffee*, or a cup of *Lipton's Tea*—
Bought at Allen's, Seventh and Edmond.
 It all depends whichever drink appeals that time to me.

Then, in the evening, on my *Herald Wheel* I take a spin,
 And scour it with *Sapolio* before I take it in,
 Then I'll play upon my *Autoharp*, or hear my *Gramophone*.
Broder's is headquarters for musical goods, 117 S. 6th.
 Or listen to the *Chickering Piano*, sweet of tone.
Buy Pianos at Washburn's, 117 S. 6th.
 Perhaps of *Old Crow Whisky* I will take a "nightcap" small,
You get the best at Textor Bros., 416 Felix.
 And then a *Ripans Tabule*, most essential thing of all!
 So from dawn to bedtime, you are now have realized,
 I patronize the things that are most widely advertised!

—With apologies to *Printer's Ink*.

MR. BEN F. HILDEBRAND thus utilized in the St. Joseph (Mo.) *Herald* of December 5 the poem, "A Patron of Advertisers," which appeared in *PRINTERS' INK* of November 24.

NOTES.

"Just like Chicago" is a catch phrase that is being used quite extensively by some Nebraska merchants just now.

DE JONG'S COD LIVER OIL, an English product, is being advertised by means of a comic song in the British music halls.

A PHILADELPHIA shoe dealer is giving away a wooden two-foot rule on which is stamped: "A two-foot rule—wear Baxter's shoes."

A COAL dealer in Atlantic avenue, Brooklyn, has in his window an imitation of the Egyptian Sphinx, about four feet high, made of anthracite coal.

NINETY-FIVE per cent of the billposters of London have combined themselves into one incorporated company under the name of "Yonde's Billposting, Ltd."

THE "L" road pillars, in the borough of Brooklyn, are being used here and there as permanent stands for advertisements, whether with or without permission of the authorities is not known.

AN Arkansas hotel was advertised as follows: "This hotel will be kept by the widow of the former landlord, Mr. Brown, who died last summer on a new and improved plan."—*Milwaukee News*.

A BALTIMORE shoemaker uses the following appropriate but curious rhyme on the back of his business card:

MAN AND HIS SHOES.

How much a man is like his shoes!
For instance, both a sole may lose;
Both have been tanned; both are made tight
By cobblers; both get left and right;
Both need a mate to be complete,
And both are made to go on feet.
They both need heeling, oft are sold,
And both in time will turn to mold.
With shoes, the last is first; with men,
The first shall be last; when
The shoes wear out they're mended, new;
When men wear out, they're men dead, too!
They both are trod upon, and both
Will tread on others, nothing loath.
But both have their ties, and both incline,
When polished, in the world to shine;
And both peg out. Now, would you choose
To be a man or be his shoes?

For the third time in the history of the nation, in recognition of the importance of a brilliant enterprise Postmaster-General Gary has decided to order a series of special postage stamps, commemorative of the holding of the Trans-Mississippi and International Exposition at Omaha in 1898. The stamps will be issued in denominations of 1-cent, 2-cent, 5-cent, 10-cent and \$1, making it possible for

the public to use these stamps on all outgoing foreign as well as domestic mail matter and packets of merchandise.

THE December magazines, as far as the advertising pages are concerned, seem to be unusually prosperous. *McClure's Magazine* carries 145 pages of advertisements, *Munsey's* 116 pages, the *Cosmopolitan* 103 pages, *Harper's* 146 pages, the *Century* 138 pages, the *Reviews of Reviews* 128 pages, *Scribner's* 157 pages, and *Outing* 66 pages of ads.—*National Advertiser*.

AT the annual meeting of the Ad-Writers Club, of Washington, D. C., G. F. Kinnear, advertising manager of the *Washington Times*, was elected president; Albert Harz, publisher *Deutsche Journal*, vice-president; A. K. Kauffmann, treasurer, and Henry Franc, secretary. The Club, which is well known in the advertising world as being the pioneer of such organizations, is said to be in a prosperous condition.

POSSESSION.

Possession is, proverbially, nine points of the law. If an article has made its reputation, and holds a fairly secure position in the public mind, the advertiser who wants to dislodge it has got a hard job in front of him. The same advertising which made the reputation of the original article will not suffice to give its rival the lead. The advertising has made the position of the original article. The public were assured that they gained certain advantages by using the first article, and they will naturally want to know why they should desert what they now have for the sake of something which promises nothing better.—*London Edition Printers' Ink*.

THE advertising man who gives you his ideas for nothing has no ideas to give, or he is not a good business man to give away his stock in trade—which is but another way of saying the same thing.—*Lewis*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

KENTUCKY.

OWENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,000 weekly. LA COSTE, New York.

The Troy Record

TROY, N. Y.

"All the News

Worth Reading."



Best for the reader.

Best for the advertiser.

Always First.

YOUNGSTOWN, OHIO, SUNDAY NEWS—32 pages. Largest paper in Youngstown and Mahoning Valley. Advertisers and others—sample free. Rates 25c. inch each insertion. C. M. SHAFER CO., Youngstown, Ohio.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

WASHINGTON.

THE "P-I."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA.

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

ONE TRIAL BRINGS RESULTS.

THE HARTFORD TIMES

with its circulation of

**15,000 Daily and
7,700 Semi-Weekly**

will take care of Connecticut for you.

The Times is recognized as the best advertising medium in Southern New England.

When figured in proportion to actual circulation, The Times' advertising rates are 50 per cent lower than any other Hartford paper.

Send for Sample
Copy
and Rate Card.

Address
THE TIMES,
HARTFORD, CONN.

A Sure Thing

The Stock, Fixtures, No. 3 Hoe Flat Bed Double Cylinder Press, with 2 Dexter Folder Attachments, Five Year Lease, and complete up-to-date assortment of Type, of the

New Jersey Deutsche Zeitung and Newarker Tribuene,

are offered for sale. Excellent investment for right party. Address

HENRY HAHN,
Receiver.

921 Prudential Building, Newark, N. J.

"The Nickell,"

BOSTON,
MASS.

HAVE you put the NICKELL MAGAZINE on your list for '98. It is the best Five-Cent Illustrated Magazine in America, and a good advertising medium.

For rates and sample copies, address

T. E. CONKLIN, Representative,
800 Temple Court, N. Y.

AS STAPLE AS WHEAT.

Sports Afield.

has won its way in spite of all competition, and solely by force of its sterling merit. Its circulation has never depended upon "boom" advertising. Its circle of warm friends is larger than that of any other Western Magazine. Ninety per cent of its subscribers regularly renew at the end of the year. Twelfth year of publication. Read everywhere, not only by lovers of Field Sports, but by every one who has a fancy for bright, clean literature which educates and entertains while it entertains. A magazine worthy of a place in every home; which is read by the entire family and is in constant demand among your borrowing neighbors. An advertisement in our pages is invariably a paying investment. Such is the verdict of our patrons, as documents in our possession will prove. Write for sample copy and advertising rates. Local Agents wanted in every town and neighborhood.

SPORTS AFIELD, 358 Dearborn St., CHICAGO, ILL.



Far Seeing People

Are the most successful. Their perception of opportunities where others see nothing is the secret of their success. Shrewd observers find me a splendid opportunity for improving their advertising matter. Those who have tried me ought to know. That they are still trying me proves that they do know. If you should try me you will know, too.

I attend to the whole business.

I get up advertisements, booklets, circulars and catalogues. I write, design and print. I turn out the whole job complete. No other printer has such complete facilities for turning out the complete job as I have. If I happen to run across anything that I don't know all about, I know where to put my hand on the fellow that does. Can I be of service to you? Address

WM. JOHNSTON,

Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

Texas is the greatest State in the Union.
There are over 500,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.
The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.
TO WHOM IT MAY CONCERN:
This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was \$1,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HAMILTON, Foreman.
ST. CLAIR LAWRENCE, Mailing Clerk.
Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.

Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.

KLONDIKE IS IN CANADA.

The Vancouver (B. C.)
Daily and Semi-Weekly

WORLD

gives all the information as to routes, outfitting and how to get there. Has double the circulation of any other newspaper published in the Northwest. Write for particulars and sample copy.

THE WORLD,
Vancouver,
British Columbia.

A Wave of Prosperity Has Struck the West.

THE IOWA HOMESTEAD

Feels it and is Participating in it.

SEE, HERE, AS TO SUBSCRIPTIONS!

The cash receipts direct from farmers on subscriptions to the IOWA HOMESTEAD during the months of October and November, 1897 (excluding subscription receipts from agents and subscriptions charged to postmasters), show an increase over the receipts of the same months in the ten previous years as follows:

Over 1887.....	319	per cent
Over 1888.....	240	"
Over 1889.....	374	"
Over 1890.....	112	"
Over 1891.....	233	"
Over 1892.....	183	"
Over 1893.....	258	"
Over 1894.....	190	"
Over 1895.....	306	"
Over 1896.....	408	"

SEE, HERE, AS TO ADVERTISING!

The cash advertising charged on the HOMESTEAD ledgers during the month of October, 1897, has exceeded that of any previous month in the history of the HOMESTEAD. The increase in the advertising thus charged in October and November, 1897, over that charged in October and November in the ten previous years is as follows:

Over 1896.....	65	per cent
Over 1895.....	68	"
Over 1894.....	168	"
Over 1893.....	226	"
Over 1892.....	87	"
Over 1891.....	80	"
Over 1890.....	151	"
Over 1889.....	177	"
Over 1888.....	145	"
Over 1887.....	376	"

Do you wish to share in the greatly increased business of that section? If so, place your advertising in the HOMESTEAD. No other Western State has an agricultural paper with a circulation equaling that of the HOMESTEAD. For rates, sample copies or further information, address

HOMESTEAD COMPANY, Des Moines, Iowa.

Missouri.

The
Fifth
State
In the
Union, and
First
Among the
States
West of the
Mississippi
In point of
Wealth and population.

410,307,472 acres of land, 964,898 horses,
274,441 mules, 745,126 sheep, 2,758,035
hogs, 1,711,716 cattle and taxable
property worth in 1896, \$945,971,710.

It is not
"Poor Old Missouri"
But
"Grand New Missouri"
With its unlimited
And varied resources;
Its well-to-do and
Prosperous farmers,
Stock Breeders,
Dairymen,
Horticulturists, etc.

**COLMAN'S
RURAL WORLD** covers
this field thoroughly and has done
so for half a century. If you want to
reach the better class of the farmers,
breeders, etc., in Missouri and the
Southwest generally, see that the
RURAL WORLD is on your list.

Other States, Too, See:

"We can not afford to do without the
columns of the RURAL WORLD. It has
been one of our best mediums, giving
us correspondence from 16 States. We,
therefore, wish you to continue our
advertisement."—Cochran Fence Machine Co., Ionia, Mich.

Rates and Samples on Application.

Colman's Rural World,
ST. LOUIS, MO.

A Misfit Quotation

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."
Psalm cxvi., 11.

MADE
Augusta, (Me.) Lane's List (D).—Monthly average for twelve months 700,792 copies. Lane's List always proves openly and publicly its monthly editions, and never failed on any issue to exceed its guaranteed circulation.—*Printers' Ink.*

**What Appears Every Month
With Publication of
Postal Receipts.**

**"\$1,000 IF FALSE. A GENUINE
OFFER."**

I will pay the actual expenses of any advertiser using Lane's List, or any reliable advertising agent, to Augusta and return, and make him a present of \$1,000, who will prove that the above is not in strict accordance with facts as shown by the official records." This offer has been open three years.

**WALTER D. STINSON,
AUGUSTA, ME.**

THE Agent's Guide

NEW YORK

Circulates everywhere.
Published nine years.
None better for Agents
or Mail Orders.

Rates, 50c. a Line.

Forms close 25th.

Put AGENT'S GUIDE on
your list.—Paper on file
at all agencies.—Sample
copy on request.

AGENT'S GUIDE,

P. O. Box 434, NEW YORK.

CURRENT LITERATURE PUB. CO.,
Bryant Building, N. Y.

Jan. 19, 1898.

Magazine Advertisers,
United States of America.

Dear Sirs:

Kindly send me your home address
and I shall be pleased to mail you
CURRENT LITERATURE and SHORT STORIES
regularly, in order that you may become
better acquainted with our two maga-
zines.

Yours very truly,

W. F. DE VOY,
Adv. Mgr.

Seven Years Ago

THE WHEELING NEWS came into existence.
Since which time it has steadily advanced as a
powerful factor in West Virginia journalism.
It now occupies the enviable position of the
leading daily family newspaper in the State.
40,000 people in Wheeling alone and a quarter
of a million in the adjacent country can be
reached through the use of this paper.

DAILY, SUNDAY, WEEKLY.

The only English evening paper in Wheeling.

38 Park Row,
NEW YORK.

H. D. LA COSTE,

Eastern
Manager.

Ask Bradstreet or Dun

about the business
situation in

SEATTLE

Ask them about the business
outlook for

SEATTLE

Ask them any old thing about

SEATTLE

Don't make your advertis-
ing contract with the

Post-Intelligencer

until you learn what the situa-
tion is here.

Meanwhile, if you want to
advertise in a prosperous pa-
per in a prosperous town, keep

The Seattle

Post-Intelligencer

in mind.

A. FRANK RICHARDSON,
Special Eastern Representative,
Tribune Building, New York.

GEORGE U. PIPER,

Manager.

S. P. WESTON,
in charge of Advertising.

Advertisers in

Farm-Poultry

Get Results

For Good Reasons.

1st.—It has the largest circulation of any
journal of its kind in all the world.

2d.—It reaches well-to-do people in the sub-
urbs of cities, large towns and villages
who have money to spend

3d.—It goes into the family, and is read
largely by the women.

4th.—Every subscriber pays cash in ad-
vance for it, because of the practical,
helpful matter it contains which they
find useful.

5th.—Over 10,000 copies are sold on news-
stands each month, in addition to yearly
subscribers, because it is bright, clean,
and "up to date."

6th.—It has no "dead head" circulation;
it is all "fresh eggs."

7th.—It sends sample copies only to those
who request same for examination.

It is published semi-monthly. Forms close
the 5th and 20th of each month. Sample
and rates sent on application to

L. S. JOHNSON & CO.,

22 Custom House Street, Boston, Mass.

The
**Albany
Argus**

Publishes

**DAILY
SUNDAY
SEMI-WEEKLY**

Editions. Circulates among the
best families of Albany (N. Y.) and
vicinity. Is unequaled as an ad-
vertising medium.

JAMES C. FARRELL,
MANAGER.

DISAPPOINTED!

A Postal Card Campaign that Failed to Meet Expectations.

In September last PRINTERS' INK inaugurated an educational campaign calculated to arouse an interest in advertising on the part of newspaper men and incidentally to induce the right sort of publishers to advertise their papers in PRINTERS' INK. In prosecuting this campaign a good many postal cards were sent out. Whoever has tried to write a new argument every day, intended to convince some one that he ought to advertise in a particular paper, and has tried to keep this up for four months, has, perhaps, found it a rather serious task. That's what PRINTERS' INK found. There has been some inquiry as to the result of this educational campaign of postal cards. Of course the results are not all in yet, but PRINTERS' INK did get some business. The following is a list of contracts made since the first card was sent out. The intention was to secure orders amounting to a round hundred thousand dollars. By the additions it will be perceived that the result fell short of a full realization of the hopes expressed. For the orders booked, the Little Schoolmaster is thankful. He even hopes to get some more in January.

SEPTEMBER.

Doylestown, Pa., <i>Intelligencer</i> , one-fourth page once a month for ten months	\$ 250 00
Pc-tland, Me., <i>Transcript</i> , one-fourth page every other week one year.....	650 00
Montreal, P. Q., <i>La Presse</i> , the double center pages two times and a full page advertisement one time a month for ten months.	1,000 00
Chicago, Ill., <i>Eight Hour Herald</i> , forty-three lines display sixteen times (four times in October, '97, and in last issue of each month thereafter).	944 00
Salem, Ore., <i>Statesman</i> , one-quarter page one time a month for one year....	300 00
Philadelphia, Pa., <i>Household Journal</i> , one-quarter page, eleven times, two times a month and one-eighth page one time.	287 50
New York, N. Y., <i>Forest and Stream</i> , one-half page six times one time a month	800 00
Milwaukee, Wis., <i>Wisconsin</i> , one full page one time a month for one year, first issue of each month, in the front part of the paper, first issue of each month, with never more than five advertisements between it and the first cover.	1,500 00
Seattle, Wash., <i>Times</i> , one page one time.....	100 00
Lafayette, Ind., <i>Call</i> , ten lines display one year.....	260 00
Indianapolis, Ind., <i>News</i> , one full page one time a month for one year, fourth issue of each month, always in the first part of the paper, with never more than five advertisements, pages between it and the first cover, and always facing full page of reading matter	1,500 00
Philadelphia, Pa., <i>Religious Press Association</i> , one full page, two times, one-half page twenty-six times (every other week), one hundred and fourteen lines classified one year, every issue.	1,538 50
Waco, Tex., <i>Braun's Iconoclast</i> , one full page eight times, one time a month	800 00
Total.....	\$9,420 00

OCTOBER.

Topeka, Kan., <i>Mail</i> , double center pages one time	\$ 300 00
New York, N. Y., <i>Current Literature</i> , one-half page six times, once every other month.	300 00
Passaic, N. J., <i>News</i> , one-fourth page three times and four lines under "Arranged by States," twelve times.	96 00
Des Moines, Ia., <i>News</i> , a full page advertisement once every month for three months, position to be in the first part of the paper, preceding the editorial page and always facing a full page of reading matter.	375 00
Moses & Helm, New York, one-fourth page one year every other week, position to be only advertisement on a page of reading matter.	812 50
Joliet, Ill., <i>News</i> , one-fourth page fifteen times, every other week.....	275 00
New York, N. Y., <i>Jewish News</i> , one page one time and one-fourth page two times a month for four months, then one-fourth page one time a month for eight months.	500 00
West Superior, Wis., <i>Telegram</i> , one page six times, once every other month	600 00
Albany, N. Y., <i>Argus</i> , one-fourth page one year every issue	1,300 00
Dallas, Tex., <i>Texas Stock Farm and Home Journal</i> , one-fourth page, eighteen times, every other week.	450 00
Anacanda, Mont., <i>Sraudard</i> , one-half page second and fourth issue of each month for four months and in the second issue of each month for eight months.	800 00
Kansas City, Mo., <i>Times</i> , one full page every other week for one year.....	2,600 00
Baltimore, Md., <i>Herald</i> , one full page advertisement one year, one time a month, second issue of each month, position always facing a full page of reading matter and with no more than four advertisements between it and the first cover.	1,500 00
Topeka, Kan., <i>Capital</i> , the double center pages one time, and one full page one time a month for nine months.	1,300 00
Total.....	\$11,211 50

NOVEMBER.

Oshkosh, Wis., Northwestern, one-fourth page one time a month for one year.	300 00
Boston, Mass., Nickell Magazine, one-fourth page 22 times, every other week	550 00
Littleton, N. H., Republic-Journal, four lines classified, one year, every issue	82 00
Chicago, Ill., Four O'Clock, one full page three times	360 00
Montgomery, Ala., Advertiser, one-half page one year, one time a month	600 00
Des Moines, Ia., Homestead, double center pages one time, one-half page twelve times, one-fourth page thirty-nine times	1,575 00
St. Louis, Mo., Colman's Rural World, one-half page one time a month for one year	400 00
New York, N. Y., Musical Courier, one full page one time a month for ten months	1,000 00
George Munro's Sons, New York, one full page one year every issue	5,300 00
Nashville, Tenn., Youth's Advocate, one-fourth page one time a month for one year	400 00
Sacramento, Cal., Record Union, one full page one time a month for one year	1,300 00
New York, N. Y., Mail and Express, one full page one year every issue, position to be in front of the paper, preceding editorial page and always facing a full page of reading matter	6,500 00
Minneapolis, Minn., Times, one full page one time a month for one year, third issue of each month, position to be in front part of the paper, preceding the editorial page and always facing a full page of reading matter, with no more than four advertisements between it and the first cover	1,600 00

Total.....\$19,977 00

DECEMBER.

Vancouver, B. C., World, one-fourth page one year, every other week	600 00
Bridgeport, Conn., Union, one-fourth page six times, once every other month	150 00
Athens, Ga., Woman's Work, thirty-one lines classified one year, every issue	408 00
Boston, Mass., Police News, one full page one year one time a month	1,300 00
Boston, Mass., Farm Poultry, one-fourth page one year two times a month	400 00
Newark, N. J., News, one full-page advertisement one time a month for one year, position to be in first part of the paper preceding editorial page and always facing a full page of reading matter	1,500 00
Des Moines, Ia., News, one full page advertisement one time a month for nine months, position to be in first part of the paper, preceding editorial page and always facing a full page of reading matter	1,175 00
New York, N. Y., New Ideas for Woman's Wear, a full page advertisement one time a month for one year	1,300 00
Syracuse N. Y., Post, a full page advertisement two times and a one-half page advertisement one time a month for eleven months	750 00
Milwaukee, Wis., American School Board Journal, one-fourth page advertisement one time a month for ten months	250 00
Augusta, Me., Comfort, the double center pages one time and a full-page advertisement one year every issue, position to be on first inside cover page, backing the advertisement of the Philadelphia, Pa., Record	6,300 00
Salt Lake City, Utah, Tribune, one full page one time	100 00
Wichita, Kan., Eagle, one full page, eighteen times, second and fourth issues of each month first six months and fourth issue of the remaining six months	1,800 00
Philadelphia Pa., Record, first page of first cover one year every issue	10,400 00
Brooklyn, N. Y., Eagle, page in front of editorial page and always facing a full page of reading matter, first and third issue for ten months and first issue for two months	2,750 00
Salt Lake City, Utah, Tribune, one full page eighteen times, second and fourth issue of each month for first six months, then second issue of each month for remaining six months	1,800 00
Bauger, Me., Commercial, one-half page one time a month for one year	600 00
Washington, D. C., Times, a full page advertisement, two times a month for one year, position to be always facing a full page of reading matter	3,000 00
Brockton, Mass., Enterprise, two lines classified, one year	26 00
New York, N. Y., Times, a full page one year, every issue, position to be in first part of paper, preceding editorial page and always facing a full page of reading matter	6,500 00
San Francisco, Cal., Call, a full page one year, every issue, position to be in first part of paper, preceding editorial page and always facing a full page of reading matter	6,500 00
New York, N. Y., Journal, the last outside cover page, one year, every issue	10,400 00

Total.....\$28,554 00

Total for September	\$ 9,420 00
October	11,211 50
November	19,977 00
December	58,554 00

Total for four months - - 399,162 50

When the Little Schoolmaster had compiled his orders, as far as above enumerated, he was greatly chagrined that the results had not equalled his expectations. He determined, however, to make the best of the condition as it existed, and thereupon in came Mr. Seymour, publisher of the New York Commercial Advertiser, and left an order for \$2,000, which carried the amount of orders booked actually something beyond the measure of the Little Schoolmaster's ambition, as originally set down. Being human, PARIZZEI'S INK hopes to take in still other orders before the New Year is very old. He believes, with the well-known agents of Philadelphia, that

**KEEPING EVERLASTINGLY AT IT
BRINGS SUCCESS.**

Here are a few bits of information perhaps of interest to advertisers, and even others :

The WASHINGTON EVENING STAR printed, during 1897, 16,362.82 columns of paid advertising. An average of 52.28 columns per day. No STAR is issued on Sunday.

This total was exceeded by but two papers in the United States, whether printing six or seven days per week, the New York Herald and the New York World. These two papers, including their Sunday editions, printed more. If, however, display or mercantile advertising alone is considered, the Washington EVENING STAR printed more columns (10,006.29) than any other newspaper in the country.

This would seem fair proof of the excellence of the pudding.

ORIGIN OF A PATENT MEDICINE TRADE-MARK.*

By the Inventor.

I sat at the breakfast table; breakfast had been eaten and the morning paper had been read. I then took up the idea of an advertisement for the new pocket and marked here represented: cent piece and placing it over the a circle about as here shown. that there was an excellent opportunity for making the second word interlace with the

My mind took up the idea of an advertisement. I took my pencil from my on the margin of the *Times* about as I then took from my pocket a ten-word drew an arc of It then occurred to me portunity for making first. This was the re-

RIPANS

RIPANS

RIPANS
TABULESRIPANS
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TABULES

result: It was quite natural at this point to apply the ten-cent piece and describe another arc of a circle, as is here shown. I then, while studying upon the unpromising result thus coin as at first, and nearly shown. What more natural should be to treat the arc in the same way. I was without any factory result. Again I myself applying the

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its being new, but on exhibit-experts I soon learned that that has never been used. I trade-mark and intend make-with it in due time.

here shown. Now first time I found had a figure that was ful and attractive to I did not dream of ing it to advertising it was a combination therefore applied for a ing people familiar

* The Ripans Tabules will be advertised in the newspapers of the United States to the gross amount of one hundred thousand dollars in 1892.

The story of the origin of a trade-mark which is reproduced above was first printed in January, 1892. Since then the trade-mark referred to has become fairly well known to the public. The Ripans Tabules were advertised to the amount of a hundred thousand dollars in 1892, and have been advertised to an amount exceeding that sum every year since. A good illustration of the cumulative value of advertising is found in the fact that with practically the same amount of publicity, the sales of the Tabules for the first week of the seventh year exceeded the total sales for the first two years entire—that is, the quantity sold in the first six days of the seventh year exceeded the total quantity disposed of in twenty-four months of the beginning of the long campaign. In advertising it is "keeping everlastingly at it that brings success," but "nothing succeeds like success" when it has once been attained.

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores—FOR FIVE CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (120 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York—or a single carton (TEN TABULES) will be sent for five cents.

Chicago St. Louis St. Paul

THE NEW YORK SPECIAL AGENTS' ORGAN, THE NATIONAL ADVERTISER, MAKES THE FOLLOWING COMMENT UPON THE METHODS OF THE NEWSPAPER MEN OF THE THREE ENTERPRISING CITIES ABOVE ENUMERATED:

An amusing story is told of a fastidious waiter who would not eat in the restaurant where he worked. The food that was good enough for the customers was not good enough for him.

There are newspaper publishers in the country who are like this waiter. They are constantly and properly singing the praises of newspaper advertising. There is nothing like it, they say, for reaching the great body of buyers of all sorts of articles, and they are entirely right.

But they are slow to take their own medicine. The very newspaper that devotes ponderous leading editorials to the advantages of newspaper advertising, will advertise itself by means of circulars. And the same paper will declare over and over that circular advertising is, of all forms of publicity, the most unsatisfactory and relatively the most expensive. These weighty considerations do not prevent the newspapers from sending circulars to general advertisers

The Saratoga Eagle,
50¢ a Year.

Largest Circulation in County

Complete Budget of News Each Week. Saratoga Springs, N. Y., Jan. 7, 1898.

ADVERTISERS REAP BENEFITS.

RECEIVED
JAN 7 1898
GEO. P. ROWELL & CO.

FRED. W. WATERBURY,
Editor and Publisher,
Saratoga Springs, N. Y.

Geo. P. Rowell & Co.,

Publishers American Newspaper Directory,
New York.

Gentlemen:

In reference to the circulation quotations in your Newspaper Directory my experience may be of interest. I have had my ratings correctly taken care of by you since 1895 because I have complied with your instructions which were simple enough. Before that time your blanks were not properly filled out and my paper suffered by "estimated circulation." This I am satisfied need not occur if a publisher will wake up and attend to his own interests. *I found the remedy, let the* fault-finders, who claim a circulation, ~~attend to its correctness~~ *take what it is* and I am confident that they will get their rating.

Very truly,

Fred W Waterbury
Publisher.

**If
=
The publisher
will
wake up.**

8,335 VILLAGE Weeklies.

THE CO-OPERATIVES.

By Mr. Charles N. Kent

(For many years Editor of the American Newspaper Directory).

It is now fully twenty-nine years ago that Mr. Andrew J. Aikins, of Milwaukee, who looks to-day not much older than he looked then, called the writer's attention to a list of about four hundred country newspapers, which, he explained, were known as "patent outsides and insides," and for which he was soliciting advertising contracts. It was the first time this co-operative plan had received much attention in our office; but it met with approval and became deservedly popular. From this, and similar beginnings, sprung the great co-operative houses, which are now printing in this way fully eight thousand newspapers, and in which process millions of dollars are invested, while the product is found in every State and in nearly every county.

So far as the advertiser is concerned, each of these publishing houses, issuing hundreds of newspapers, is dealt with as if these hundreds of newspapers represented but a single paper of an

equal circulation with the combined list. One contract, one set of copy and a single electrotpe is all that is required. Thus may be had a weekly circulation of a million issues, more or less, in the "village weeklies" or "county newspapers," giving a local publicity of the best kind at but a very small fraction of what it would cost the advertiser, if he undertook to deal with each one of them separately. Indeed, he never could deal with them all separately, and even if he could, it never would pay him even for the labor expended, while to the co-operative house, the price he must pay will not be above the rate he would pay for the same circulation in the largest weeklies, and sometimes will be even less.

A recent examination of the New York Newspaper Union List with Part II. of the American Newspaper Directory, showed that many of the Union papers were included in the Directory List accorded a circulation of one thousand and upwards each issue, and an examination of the Chicago Newspaper Union List, catalogued in PRINTERS' INK of December 15th,

showed a similar result. The other lists are, probably, just as good.

THE FOLLOWING ARE THE CO-OPERATIVE LISTS:

	Papers.	No. of
	papers	
San Francisco Newspaper Union List (San Francisco, Cal.).....	136	
Northern Pacific Newspaper Union List (Portland, Ore.).....	109	
Northern Newspaper Union List (Spokane, Wash.).....	55	300
Chicago Newspaper Union List (Chicago, Ill.).....	443	
Fort Wayne Newspaper Union List (Fort Wayne, Ind.).....	129	
Sioux City Newspaper Union List (Sioux City, Ia.).....	219	
Standard Newspaper Union List (Chicago, Ill.).....	102	
Milwaukee Newspaper Union List (Milwaukee, Wis.).....	113	
Wisconsin Publishers' Union List (Madison, Wis.).....	56	
Indiana Newspaper Union List (Indianapolis, Ind.).....	106	
Sioux City Independent Newspaper Union List (Sioux City, Ia.).....	176	
Nebraska Newspaper Union List (York, Neb.).....	75	1,456
Kellogg's Chicago List (Chicago, Ill.).....	373	
Kellogg's St. Louis List (St. Louis, Mo.).....	357	
Kellogg's Cleveland List (Cleveland, Ohio).....	176	
Kellogg's Kansas City List (Kansas City, Mo.).....	247	
Kellogg's Cincinnati List (Cincinnati, Ohio).....	197	
Kellogg's Memphis List (Memphis, Tenn.).....	226	
Kellogg's Minneapolis List (Minneapolis, Minn.).....	179	
Kellogg's Wichita List (Wichita, Kan.).....	70	
Kellogg's Little Rock List (Little Rock, Ark.).....	126	1,368
New York Newspaper Union List (New York City, N. Y.).....	230	
Union Printing Company List (New York City, N. Y.).....	130	
New England Newspaper Union List (Boston, Mass.).....	175	
Philadelphia Newspaper Union		

	Total	No. of
	papers	
List (Philadelphia, Pa.).....	110	
Pittsburg Newspaper Union List (Pittsburg, Pa.).....	210	
Baltimore Newspaper Union List (Baltimore, Md.).....	140	
Atlanta Newspaper Union List (Atlanta, Ga.).....	225	
Southern Newspaper Union List (Charlotte, N. C.).....	130	
American Newspaper Union List (Birmingham, Ala.).....	190	
Vickburg Newspaper Union List (Vickburg, Miss.).....	110	1,000
Western Newspaper Union Des Moines List (Des Moines, Ia.).....	235	
Western Newspaper Union Omaha List (Omaha, Neb.).....	300	
Western Newspaper Union Lincoln List (Lincoln, Neb.).....	170	
Western Newspaper Union Kansas City List (Kansas City, Mo.).....	260	
Western Newspaper Union Detroit List (Detroit, Mich.).....	173	
Western Newspaper Union Dallas List (Dallas, Tex.).....	211	
Western Newspaper Union Houston List (Houston, Tex.).....	75	
Western Newspaper Union Denver List (Denver, Col.).....	169	
Western Newspaper Union St. Louis List (St. Louis, Mo.).....	140	
Western Newspaper Union Chicago List (Chicago, Ill.).....	374	
Western Newspaper Union Wichita List (Wichita, Kan.).....	234	
Western Newspaper Union St. Paul List (St. Paul, Minn.).....	217	
Western Newspaper Union Fargo List (Fargo, N. Dak.).....	79	
Western Newspaper Union Sioux Falls List (Sioux Falls, S. D.).....	90	
Western Newspaper Union Salt Lake List (Salt Lake City, Utah).....	86	2,686
Topeka Newspaper Union List (Topeka, Kan.).....	36	26
Total in United States,		8,054
Toronto Newspaper Union List (Toronto, Ont.).....	154	
The Wilson Pub. Co.'s List (Toronto, Ont.).....	125	
Total in Canada,		279
Grand Total,		8,333

A ten-line advertisement can be inserted one time in any one of the above lists, for \$25. In any five lists for \$100. In all (8,335 papers) for \$250.

Or:—

We will insert ten lines one time in 1,000 papers of above lists (our own selection) for \$50.

ADDRESS

THE GEO. P. ROWELL ADVERTISING CO.

No. 10 Spruce Street, New York.

The managers of the Kellogg and Western Newspaper Union Lists agree in asserting that an advertisement inserted in these papers for one time will not pay. They assert that the advertiser should go in for at least a month, and that yearly contracts are better still. Ten lines can be inserted one month (four times) in all of the above lists for \$1,000.

Publishers of Printers' Ink:--

Our people at the home office say they want the advertisement in Printers' Ink, to appear in every issue in 1898 and also in the front part of the paper, always facing a full page of reading matter, same as last year.

David Allen

Eastern Manager,

San Francisco, Cal., Morning Call.

January 5, 1898.

The wise
Mr. Spreckles
invests
\$6,500

COST OF ADVERTISING IN THE AMERICAN NEWSPAPER DIRECTORY For 1898—Thirtieth Year

Will be Issued March 1st.

The American Newspaper Directory is published quarterly and appears in March, June, September and December. The price of the book is \$5 for each quarterly issue or \$20 a year. The books are delivered carriage paid to any point in North America.

Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, but preceded by the word advertisement. The charge for such an announcement is 50 cents a line for each issue or \$2 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

Pictures of Buildings and Portraits.

Small pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in length or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is \$10 a year and such an order carries with it a right to one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress portion of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$25 for each issue or \$100 for the four issues appearing in a year; and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each), to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$50, full pages \$100, for each issue.

Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

Publishers of the American Newspaper Directory, 10 Spruce Street, New York.

THE LAST DAY!

Plan of Publication of the March Edition of the American Newspaper Directory for 1898.

DECEMBER 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

JANUARY 15. Revision commenced, beginning with Part I., Catalogue by States. Corrections can not be promised after January 15.

JANUARY 31. Revision Complete.

The forms go to press on the dates named below, and are closed three days earlier:

- FEBRUARY 1.** To and including California.
2. To and including Idaho.
3. To and including Illinois.
4. To and including Iowa.
5. To and including Kentucky.
7. To and including Massachusetts.
8. To and including Minnesota.
9. To and including Nebraska.
10. To and including New York State.
11. To and including Ohio.
14. To and including Pennsylvania.
15. To and including Tennessee.
16. To and including Washington.
17. To and including Ontario.
18. Part II. (over 1,000 circulation). To and including Indiana.
19. Part II. To and including Ohio.
21. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.
FEBRUARY 23. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

FEBRUARY 24. All sheets delivered at the bindery.

MARCH 1. A copy of the Directory shipped to each subscriber.

Advertisements in position will be taken until three days before the form for the particular portion is put to press.

Advertisements to go in the back of the book can be taken as late as February 19.

Address communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,

NO. 10 SPRUCE STREET, NEW YORK.

THE COUNTRY GENTLEMAN

Begins the year 1898 with many improvements, a reduced subscription price, a large accession of new subscribers, and every prospect of material growth in circulation.

The quality of its constituency is incomparably superior to that of any other rural weekly, consisting largely of the very best class of rural and suburban residents, and the wealthy owners of highly improved country places.

Notice this editorial from *Printers' Ink*:

The best paper frequently gives more service for a dollar than the next best one can offer for three dollars. It is wiser then to extend your advertising with the best papers rather than take on others that are not so good. The man who has the largest, boldest advertisement is generally the man who gets back most quickly his entire advertising outlay.

Nobody disputes that THE COUNTRY GENTLEMAN is "the best paper" of the whole list of rural publications.

Twenty large pages weekly,
freely illustrated and carefully
printed on fine paper.

Advertisements tastefully set
and carefully classified.

Nothing objectionable taken.

One insertion, 40 cents per line,
\$5.60 per inch.

Liberal Discounts for Con-
tinuance.

Subscription price \$2.00.

Send for Sample Copies.

LUTHER TUCKER & SON, PUBLISHERS, ALBANY, N. Y.

We're from Missouri and We Show You!

A purchaser is entitled to know the value of the thing he buys, whether a pocket knife or a railroad system.

Newspapers can offer no valid exception to this rule when they offer their advertising space to a prospective patron. It should be removed as far from a "gamble" as possible, and for this reason a sworn actual net paid circulation offers better argument for results than any amount of unsupported advertising "eloquence." The advertiser buys tangible, result-bringing circulation in the

KANSAS CITY TIMES

Here is the proof of it—

KANSAS CITY, NOV. 30, 1897.

At the request of Mr. F. P. FUOSS, Business Manager of the KANSAS CITY TIMES, on my arrival in Kansas City, I went through their circulation books and cash books to investigate for my own personal satisfaction their circulation, and I find, as shown by their cash books, that during the months of September and October the net paid daily circulation averaged 25,503 copies. The weekly for the same months averaged 42,196. This is exclusive of dead heads, exchanges, etc., being the net paid circulation of both Daily and Weekly.

(Signed) FRANK P. FUOSS, Business Manager TIMES, (Signed) T. C. LEFEVRE, Representing The S. C. Beckwith Special Agency, of New York and Chicago.

Subscribed and sworn to before me this 30th day of November, 1897.
(Signed) C. W. LAKE, Notary Public.

Our advertising rates are based on actual paid circulation. The TIMES is the media of reliable information in thousands of the best Western homes. It pays advertisers. Write for rates to the

KANSAS CITY TIMES.

THE

S. C. BECKWITH SPECIAL AGENCY,

Tribune Building, New York.

Rookery Building, Chicago.

He is a Wise Man

WHO

DOES

THE

RIGHT

THING

AT

THE

RIGHT

TIME.

Secure daily entrance into the *home circle*; make yourself known to it. You have something to sell; tell them of it and create a demand for your wares. This end can best be accomplished through the advertising columns of

THE
DETROIT FREE PRESS,

a welcome daily visitor in the *homes* of many thousands of Detroit's and Michigan's best citizens. The oldest, largest and most influential paper in the State. Its popularity and efficacy are attested by its steady growth and the rapid increase of its advertising patronage.

NOW! Good crops, good prices and steady employment have put money into the pockets of the producers, which will find its way out through the channels of trade. Enterprising advertisers will secure the most of it. Are you reaching out for your share? Write now for sample copies, rates, etc.

THE DETROIT FREE PRESS,
DETROIT, MICH.

Eastern Office: R. A. CRAIG, 41 Times Bldg., New York.

Western Office: J. E. VAN DOREN SPECIAL AGENCY,
1320 Masonic Temple, Chicago.



The Edition of December 11th of

...THE...

EVENING POST

CONTAINED

30,813 LINES of Displayed

~~~~~ Advertising, which was  
the largest amount it ever printed in  
one day. Typographically the issue  
was considered by experts to be the  
finest ever produced by any New  
York daily ~~~~~

Broadway and Fulton Street,  
NEW YORK.

# Can You Use Books as Premiums?

If so we will send, postpaid, to your customers,  
upon receipt of price, as follows :

## THE SEASIDE LIBRARY,

Over 2,200 Titles,

Upon receipt of Eight Cents per Copy.

## THE CHARLOTTE M. BRAEME (Bertha M. Clay) SERIES,

Over 128 Titles,

Upon receipt of Six Cents per Copy.

## THE GIANT SERIES,

Over 75 Titles.

Upon receipt of Five Cents per Copy.

## MUNRO'S LIBRARY OF POPULAR NOVELS,

Over 275 Titles,

Upon receipt of Four Cents per Copy.



FOR FULL PARTICULARS AND COMPLETE CATALOGUES, ADDRESS

**George Munro's Sons,**

P. O. Box 2781.     17 to 27 Vandewater St., N. Y.

# A 4-Year Record

OF AN EVENING PAPER.

**In 1894** The Wichita Daily Beacon was a four-page paper, set by hand and printed on a drum cylinder press. Served with a limited telegraph report.

**In 1895** The Wichita Daily Beacon was an eight-page six-column paper, set with Mergenthaler Linotype Machines, and printed on a two-revolution Campbell press.

**In 1896** The Wichita Daily Beacon began receiving the full Leased Wire Report of the Associated Press.

**In 1897** The Wichita Daily Beacon installed a Potter Web Perfecting Press (speed 12,000 per hour) and enlarged to a seven-column paper, the present size.

**TO-DAY** The Wichita Daily Beacon is the only Wichita newspaper with a sworn circulation.

**DAILY AVERAGE FOR  
OCT., NOV. and DEC., '97, 4,101**

Sworn detailed statement for entire year  
furnished on application.

**H. J. HAGNY,**

Editor and Manager.

## A SELECT LIST

Is what many general advertisers want when they are considering the placing of advertising in a given State. . . .

Here is the

# OHIO SELECT LIST

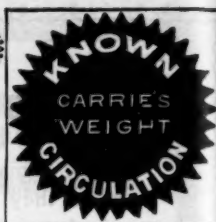
Comprising the best papers in thirty-two of the best cities of the State. Every one has a distinct field which it fully covers. Ohio can't be covered by an advertiser without these papers. Ask the publisher of each for rates.

|                                         |                                   |                                          |
|-----------------------------------------|-----------------------------------|------------------------------------------|
| <b>Akron,</b><br>Beacon-Journal.        | <b>Kenton,</b><br>News.           | <b>Portsmouth,</b><br>Times.             |
| <b>Ashtabula,</b><br>Beacon.            | <b>Lancaster,</b><br>Eagle.       | <b>Salem,</b><br>News.                   |
| <b>Bellefontaine,</b><br>Index.         | <b>Lima,</b><br>Times-Democrat.   | <b>Sandusky,</b><br>Register.            |
| <b>Bucyrus,</b><br>Telegraph.           | <b>Mansfield,</b><br>News.        | <b>Sidney,</b><br>Democrat-News.         |
| <b>Cambridge,</b><br>Jeffersonian.      | <b>Marietta,</b><br>Register.     | <b>Springfield,</b><br>Republic-Times.   |
| <b>Defiance,</b><br>Republican-Express. | <b>Marion,</b><br>Star.           | <b>Warren,</b><br>Chronicle.             |
| <b>East Liverpool,</b><br>Crisis.       | <b>Massillon,</b><br>Independent. | <b>Wooster,</b><br>Republican.           |
| <b>Findlay,</b><br>Republican.          | <b>Mt. Vernon,</b><br>News.       | <b>Xenia,</b><br>Gazette and Torchlight. |
| <b>Gallipolis,</b><br>Journal.          | <b>Newark,</b><br>Tribune.        | <b>Youngstown,</b><br>Vindicator.        |
| <b>Hamilton,</b><br>News.               | <b>Norwalk,</b><br>Reflector.     | <b>Zanesville,</b><br>Courier.           |
| <b>Ironton,</b><br>Irontonian.          | <b>Piqua,</b><br>Call.            |                                          |

PRINTERS' INK.

**GOOD,  
HONEST,  
FAMILY  
PAPER**

**CLEAN NEWSY  
BRIGHT  
ENTERTAINING**



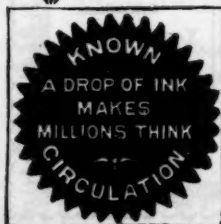
# THE ELMIRA TELEGRAM

**has the Largest Circulation  
of any Sunday paper in New  
York State outside of the  
Borough of Manhattan.**



**A. FRANK RICHARDSON**

**TEMPLE COURT, - - - NEW YORK  
CHAMBER OF COMMERCE, - CHICAGO  
RED LION COURT, FLEET ST., LONDON**



**PROFUSELY  
ILLUSTRATED  
AND  
UP TO DATE IN  
ALL RESPECTS**

**THE  
KIND  
THAT  
ADVERTISERS  
ENJOY  
ALL THE  
TIME**

# No Proviso For Me!

On December 7th I received an inquiry from a large printing concern in Michigan, about the price of Magazine Black in 100 lb. lots. I quoted \$30 for same, and promised to give them the identical ink used on Munsey's Magazine. About a week afterward I received an order from them for 50 lbs., with check for \$15. I notified them that I charged \$20 for 50 lbs., and requested them to send \$5 more, and I would ship the ink at once. They sent along the balance with the proviso that if the ink was all right they could remit \$10 more and get the other 50 lbs., thereby taking advantage of the 100 lb. rate. I informed them that I never agreed to any proviso, nor made any exceptions in my rates. If my inks or my methods of doing business are not satisfactory, I am always glad to refund the money. During the year 1897 I filled 12,279 orders, and only refunded the money in six (6) cases. This is evidence enough that my inks must be all I claim for them (the best in the world).

Send for my colored price list. Address

**PRINTERS INK JONSON,**  
8 Spruce Street, New York.

My Magazine Black, same as used on Munsey's Magazine, is sold as follows:

| ¼ lb. | 1 lb.  | 3 lbs. | 5 lbs. | 10 lbs. | 25 lbs. | 50 lbs. | 100 lbs. |
|-------|--------|--------|--------|---------|---------|---------|----------|
| 25c.  | \$1.00 | \$2.70 | \$4.00 | \$5.00  | \$11.25 | \$20.00 | \$30.00  |

Send the money with the order or you don't get the ink.

*And Still it Grows !*

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# BRANN'S ICONOCLAST

Published monthly at Waco, Texas.  
Chaste but vigorous, saucy but not  
impudent. Paid circulation for November, 1897, . . . . .

## 80,000 copies

or greater than both the paid and unpaid  
circulation of all Texas dailies, morning  
and evening, combined.

This we are prepared to prove. In three  
years we have not printed 3,000 papers  
which we did not sell. We have no free  
list. We do not carry a subscriber be-  
yond the time for which he has paid.  
*Quack doctor and snide jewelry "ads" not  
accepted at any price.*

---

You can examine the paper at almost any news-stand in the  
United States, on almost any passenger train. Write for rate card  
if it impresses you as a paper that is read and "passed around."



"It's more fun piling up money  
Than sticking to an exploded fallacy."

A good many years ago newspaper advertising was unquestionably much better in its results than Street Car advertising. But now we have

## Business Methods applied to Street Cars

Well-lighted, curved racks—readable cards—full time display—by which you can reach more buyers than you ever could before *and know what you are paying for.* If we can tell you more, we will. Write us.

GEORGE KISSAM & CO.,  
253 Broadway, New York.

# STREET CAR ADVERTISING

is daily growing more popular as its merits are constantly becoming more manifest. A glance at the display in cars of all large cities will show not only the cards of known general Advertisers but those of local fame. The reading matter is interesting. The illustrations meritorious. Passengers read the announcements and remember them. They are household words.

## DON'T YOU WANT

them to know about you?  
We can place your card in 10,000 cars. The best in America and Canada.



### GEO. KISSAM & Co.,

Postal Telegraph Building,

NEW YORK.

# Advertisers

---

---

of forethought and experience are making their contracts for the

## Brooklyn "L"

---

---

now! They know that in a few months when its cars run across the big bridge rates will advance.

"A word to the wise, etc."



**Geo. Kissam & Co.,**

253 Broadway, New York.

# New York **J**ournal

W. R. HEARST.

The new rate card of the NEW YORK JOURNAL has just been issued and goes into effect January 15, 1898.

The price has been advanced in the EVENING JOURNAL from 25 cents to 30 cents per agate line.

The price remains the same for the morning edition.

The price has been advanced in the SUNDAY JOURNAL (main sheet) from 40 cents to 45 cents per agate line and in the Sunday Supplements from 35 cents to 40 cents per agate line.

The extra charges for position remain the same.

The conditions governing display and broken columns remain the same.

The scale of discounts for SPACE or TIME start at  $2\frac{1}{2}$  per cent and grade on the  $2\frac{1}{2}$  per cent scale up to 20 per cent, which is the maximum discount.

The card of rates is so plain and so free from complications that advertising agents or advertisers will find no difficulty in determining what to do in any of the editions of the

## New York **J**ournal

Advertising agents and advertisers will find the new rate card very unique, totally unlike any other rate card ever issued by any publication in this country. They will find it representing the JOURNAL's motto:

**"Action Not Talk."**

